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INTERNATIONAL CONFECTIONER

vol 36 #8



**August
1956**

**Chocolate processing control
Light textured confections**

TRUE FLAVOR CHARACTER AT LOW COST

Yours with DOLCO® IMITATION FLAVORS

Check the chart below! See what unusual economies are available with the highly concentrated, true to type DOLCO FLAVORS.

	PROPORTIONS and APPLICATION	PRICE PER LB.
ORANGE FLAVOR	HARD CANDIES	\$2.50
LEMON		
PEPPERMINT	½ to 1 oz. to 100 lbs.	3.75
CHERRY	FONDANTS & CREAMS	5.75
COCONUT		
GRAPES	¼ to ½ oz. to 100 lbs.	4.25
PEACHES	PECTIN JELLIES	3.75
RASPBERRY		
STRAWBERRY	¼ to ½ oz. to 100 lbs.	4.00
	STARCH-GUMS	7.75
	1 to 1½ oz. to 100 lbs.	3.75

The above listing is but representative. Many other important flavors are also available in the popular DOLCO LINE. Trial quantities on request to you D&O representative.

Essentially for you



Our 157th Year of Service.

Write for a copy of the new Reference Book and Catalog of Flavors and Seasonings.

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Sales Offices in Principal Cities

Better Coloring
with

BETTER
COLORS



Parakeet

TRADE MARK

BRAND OF

CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet
giving information on Sterwin's
complete line of Food Colors.



Sterwin Chemicals INC.

SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
2626 Greenwood Ave., Evanston, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices:

Atlanta, Boston, Buffalo, Dallas, Evanston (Ill.), Kansas City, (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN



This one really moves . . . it looks better in Saran Wrap



When extra protection is important, shoppers look for this hallmark.

Candies have to *stand out to sell out* in today's competitive market. That's why more and more leading brands are appearing in sparkling Saran Wrap*, the packaging that adds the eye-appeal . . . the look of freshness shoppers can't resist. It has taken candies to new sales highs!

Saran Wrap is the completely transparent plastic film that puts candies on display at their best. It's soft, pliable and tough enough to keep packages in shape even on self-service counters. Saran Wrap is moisture-

proof . . . so candies retain all their freshness and flavor. It adds the look that wins impulse sales and the protection that assures repeat sales.

Time to give your products a sales lift? Then send them to market in Saran Wrap. And be sure to add the Saran Wrap hallmark of protection to your packages. It's the name millions of homemakers know as the finest in food protection. Dow packaging service is ready to help you†. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL607C-1. *Trademark of The Dow Chemical Company

†Write today for the brochure on packaging with Saran Wrap bags.

you can depend on DOW PLASTICS



and flavor.
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Plastics
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August 7, 1956

Candy Business

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Percy A. Staples, president of **Hershey Chocolate Corp.**, died on July 23rd. **Samuel F. Hinkle** is the new president, and will continue his former position as plant manager. **J.J. Gallagher** was named chairman of the board, and continues as sales manager. For the first time in its history, Hershey will have vice-presidents, **L.W. Majer** and **W.E. Schiller**.

Whitman's has introduced a new line of chocolates for the retail drug trade, priced from \$1.39 to \$1.79, to capture some of the "take home and eat" candy trade, in addition to the gift business, for which their brand is well known.

The Sugar Association will step up its expenditure on advertising and publicity to \$850,000, from \$600,000 spent annually in recent years.

Charles Van Horn, retired candymaker on the West Coast, died July 19th.

Associated Retail Confectioners elected the following officers for the coming year; **Laurance A. See**, Los Angeles, president; **Howard Vair**, Detroit, first vice-president; **Ralph Hopkin**, Philadelphia, second vice-president; and **William D. Blatner** relected secretary-treasurer.

The Penbrook Candy Company, Middletown, Pa., lost its factory building by fire July 10th.

Steven Candy Kitchens, Chicago, has been bought by a group of Chicagoans, headed by **Rodney O. Daly**, the new president. The firm has 14 shops, and an extensive wholesale business. Daly had been a management consultant.

Chunky Chocolate Corp. will sponsor "Foreign Legionnaire" over network television in 17 major Eastern and Midwestern markets.

Beatrice Foods Co. has retained **Lawrence H. Selz** publicity firm for all the firm's products including Clark candies.

Robert A. Johnston Co. has named **Keith C. Johnston** manager of the candy and biscuit divisions, and **Fred W. Drenk Jr.**, general manager of the chocolate division.

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W.E. Johnson, sales manager of **Heidelberger Confectionery Co.**, has resigned to become associated with **Jack Ryweck**, candy broker.

Chunky Chocolate Corp. has been named sole marketing agents in the U.S. for **Rowntree & Co.** of England. Kit Kat, the Rowntree 10¢ bar, is the one item in the line to be pushed hard at present. **Alvin Hasenberg**, formerly with Drake-America Corp., previous Rowntree representatives, has joined Chunky as assistant sales manager.

Loft Candy Corp. has named **Leonard Wurzel** executive vice-president.

Beatrice Foods Co. is using one panel of their consumer milk cartons to promote their Clark candy bar. The company claims that 10,000,000 of these cartons are distributed each month.

A Cocoa development program has been instituted in **Haiti**, that calls for planting 750 acres with seeds and clones from Costa Rica.

John L. Cassullo has been named president of **Fritzsche Bros.**, to succeed **John H. Montgomery**, retiring.

Frederick H. Leonhardt Jr., has been named president of **Dodge & Olcott, Inc.**

A.E. Staley Mfg. Co. has named **Dr. James A. Bralley** director of research.

Voss Belting and Specialty Co. has named **Henry W. Voss** vice-president.

Merckens Chocolate Co. has named **Harold Oskamp** salesman. He replaces **Claude Kingsley** who is retiring from the firm to open a brokerage business in Florida.

Charles Fuchs & Co. announces the addition to its staff of **Spencer H. Fuchs**, son of **Charles Fuchs**.

Jack Klein, vice president of **Mason, Au & Magenheimer**, died recently.

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Cross the Flavor Barrier
with NESTLÉ'S

Nestlé's coatings *always* appeal
and impress. Nestlé's is consistently
delicious, consistently dependable,
consistently superior. For quality,
Nestlé's is "High as the Alps."



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NESTLÉ'S®

THE NESTLE COMPANY, INC.
2 WILLIAM STREET • WHITE PLAINS, N. Y.

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Louis • Salt Lake City • San Francisco • Seattle

MOST FAVORED FLAVORS for HIGH-COOK CONFECTIONS



**WOULD YOU LIKE
TO TRY THEM?**

When choosing a flavor for use in high-cook hard goods, there are three important factors every manufacturer must consider: 1) *flavor retention*, 2) *fidelity of effect*, 3) *economy*. Some years ago, to meet these basic considerations, we introduced our FRITZBRO® HARD CANDY FLAVORS IMITATION — a comprehensive group of powerful, heavily fixed, heavily fortified, non-alcoholic flavors. Within this group were half a hundred different fruit, floral and other effects, all of uniform strength, at uniform cost. Their success was instantaneous and, today, this same group—improved from time to time to take full advantage of every new advance in flavor chemistry—is still the most popular for hard candy use. Many, too, are their other uses: in bon bon coatings, sandwich fillings, oil base icings, and all types of baked goods, gums, jellies or other confections. A useful Flavor Data Sheet, fully describing this unique group with complete listing of all available flavors, has been prepared and will be sent to any manufacturer free upon request.

FRITZSCHE Established 1871
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and *STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, Montreal and *Toronto, Canada and *Mexico, D. F. FACTORY: Clifton, N. J.

The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Vol. XXXVI

No. 8

AUGUST 1956

Edited and Published in Chicago
The Candy Manufacturing Center of the World



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COVER: This group of three machines continuously forms and wraps caramel into pieces and then into bars, with just one attendant. Story on page 35.

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remember True Life

*sun resistant
EXACT*

*reproduction
of your
chocolates*

*and bon bons
for your
window*

*and counter
displays*

*and your
salesmen*

KNECHTEL

LABORATORIES

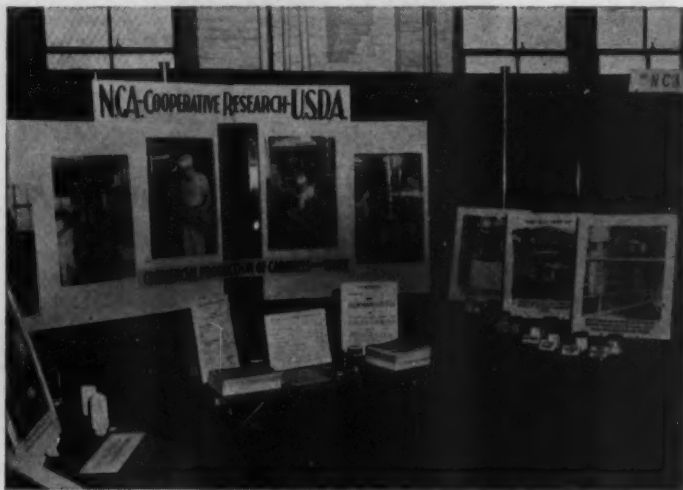
1051 W Berwyn St.
Chicago 40, Ill.

*Consultants to the
Candy Industry*

The Sweet

and

The Sour



USDA-NCA display on properties of whey as a new candy ingredient at 1956 National Confectioners' Association Convention, Boston.

Cite whey as excellent candy ingredient at NCA convention

USDA tells results of studies

Excellent caramels and fudge resulted when dry whey was used as part of the dairy solids ingredients. This was pointed out in USDA Bulletin #30, "Progress In Candy Research," presented by Dr. L. F. Martin. Whey, made by removing the fat, casein and water from whole milk, seems to work best in combination with other dairy solids, according to research work jointly sponsored by USDA and NCA. A mixture of two-thirds whey solids and one-third full-fat milk produced a good quality caramel.

Different varieties of caramels can be made by changing the proportion of dried whey solids in the mix.

In fudge made with whey, USDA researchers found that quality, again, was very good. Comparisons of stored samples showed that whey-fudge retained its moisture and original quality in a desirable manner.

Although whey-candies were made as long as five years ago, large quantities of high grade commercial whey have only recently become available. Interested manufacturers are invited to write for complete information to Dr. L. F. Martin, Southern Utilization Research Branch, U.S.D.A., New Orleans 19, La.

WESTERN CONDENSING COMPANY
APPLETON, WISCONSIN

World's Largest Producer of Whey Products

One of the major disappointments of the NCA convention was the lack of progress in the report on the Confectionery Industries Promotion Fund. While the official report was that the minimum goal of \$250,000 was "in sight", the detailed figures indicated that it was just barely in sight. Since that time no further progress has been announced by the special committee that was formed to expedite the fund raising. Apparently the goal is still within sight, but as yet out of reach.

As stated very forcefully at the convention by Bob McCormack, the difficulty that has been experienced by this industry in meeting this goal reflects discredit on both the association and the industry. Since the program was set up under the auspices of the NCA and approved by the directors of that organization, all of the prestige of the association is at stake on the outcome of the drive.

The members of the committee that set up the program and recommended it to the general membership were men from companies with enough aggregate sales volume, that the total unrestricted pledges would have been much higher than announced at the convention if all of them had pledged according to the formula recommended by the committee. Therefore, not only have the balance of the NCA members shown themselves apathetic toward the program, but those members who served on the committee have not been entirely successful in selling it to their own companies.

This lack of interest in this program by the membership is a sad commentary on the cooperative spirit in this industry. It is definitely out of step with the prevailing business climate, where inter-industry competitive pressures have forced increasing cooperation within industries to expand, and even to hold, their markets. It appears unlikely that any subsequent cooperative effort in the field of sales promotion, under the auspices of the NCA, could ever be successful if this comparatively modest effort fails.

UP TO 5000 INDIVIDUAL CANDIES PER MINUTE— with HANSELLA'S * SUPER ROBUST!

The Hansella Super Robust converts as much as 230 feet of rope per minute into individual shapes without seams. This high speed stems from the Super Robust's patented "New-Way" forming method, which uses a greater portion of the die-head forming capacity. The sugar rope is fed to the Super Robust from the rear and carried almost completely around the die-head, resulting in a longer forming action that gently forms the pieces into shape. This "New-Way" forming action gives longer die life, too.

By using Hansella's feeding units—either 19 H Batch Former, 65 D Rope Sizer combination, or 73 E Vertical Feeder and Rope Sizer—with the Super Robust, a completely automatic forming line is made, thus reducing labor and assuring uniform size pieces.

And the Hansella automatic feeding unit can also be used on other forming or cutting machines.



TYPE 85 A SEAMLESS TABLET MACHINE

SPECIFICATIONS

Output—top speed up to 230 feet of rope per minute
Second Speed—Up to 188 feet per minute
Low Speed—Up to 132 feet per minute
Floor Space—4' x 3' x 4' high

Here are some Super Robust highlights—features that could mean greater production in your plant:

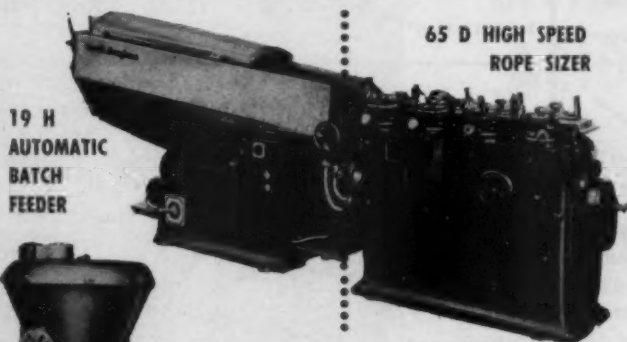
Completely automatic by using Hansella feeding units.

Can form tablets with holes.

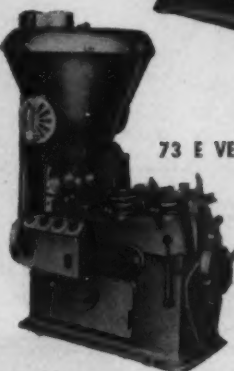
Operates at three different speeds to meet your production requirements.

Forms balls and various shapes from 5/16" up to 1 1/4".

*Depending upon size of piece.



65 D HIGH SPEED
ROPE SIZER



73 E VERTICAL BATCH FEEDER
AND ROPE SIZER

Complete technical service
and factory original parts
available from our
New Jersey plant.

Hansella

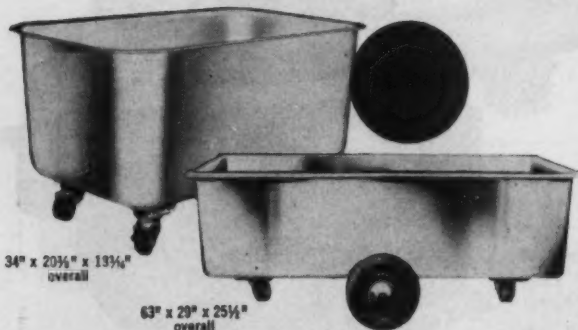
HANSELLA MACHINERY CORPORATION

GRAND AND RUBY AVENUES, PALISADES PARK, NEW JERSEY
WHITNEY 3-4100 CABLES: COHANSELLA

Write for
illustrated literature
containing additional
information.

Leaders in Aluminum...for the *CANDY* Industry

WEAR-EVER ALUMINUM



34" x 20 3/4" x 13 1/4"
overall

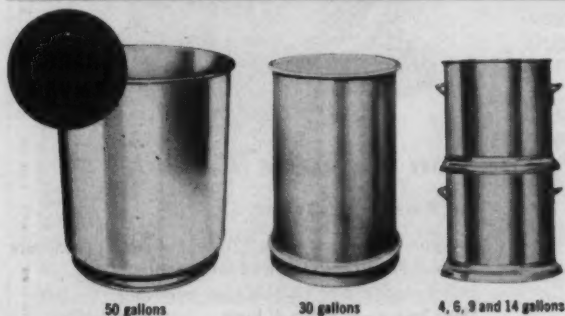
63" x 29" x 25 1/4"
overall



38 gallons

29 gallons

27 gallons



50 gallons

30 gallons

4, 6, 8 and 14 gallons



20" x 15" x 5"

22" x 20" x 1 1/4"

34-3/16" x 16 1/4" x 12"

22 1/2" x 20 1/2" x 6 1/4"



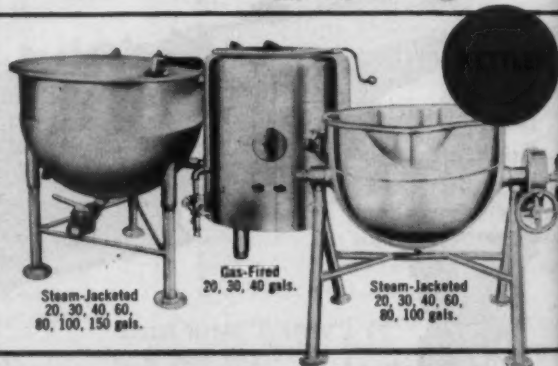
2 qts.

45" and 53"

10, 12, 14, 16 qts.

16, 24 qts.

18, 24, 32, 48 ozs.



Steam-Jacketed
20, 30, 40, 60,
80, 100, 150 gals.

Gas-Fired
20, 30, 40 gals.

Steam-Jacketed
20, 30, 40, 60,
80, 100 gals.

Want to speed production? Simplify your handling or storage problems? Standard, readily available items like these may be your answer.

All Wear-Ever plant service items are made from a specially developed, tough, hard-wrought aluminum alloy to assure long service life.

Send for your copy of our catalog showing the full Wear-Ever line.



New Catalog Ready! **SEND TODAY!**

The Aluminum Cooking Utensil Company, Inc.
9500 Wear-Ever Building, New Kensington, Pa.

GENTLEMEN: I'd like to learn more about ways in which Wear-Ever's line can help me.

☐ Send me your catalog ☐ Have your representative see me

NAME _____
TITLE _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____



THE ALUMINUM COOKING UTENSIL CO., INC., NEW KENSINGTON, PA.

fast
disappearing
act!

when
your
fruit
flavored
candies
are
made
extra
tangy
with

PFIZER CITRIC ACID

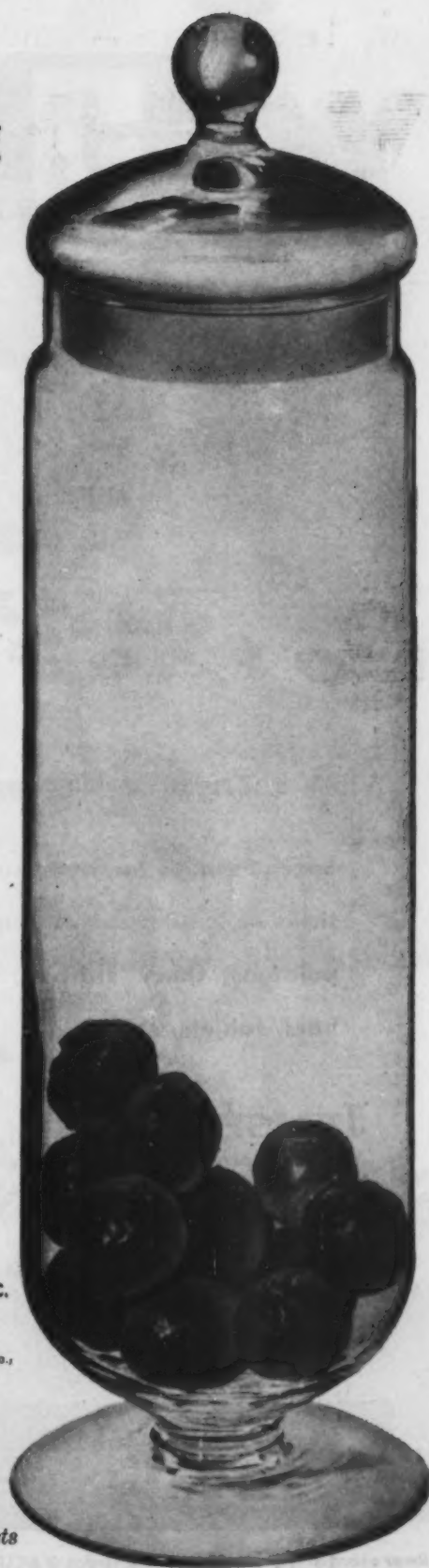
You can order Pfizer Citric Acid U.S.P. in either hydrous or anhydrous form. (The anhydrous saves you money on an actual acid basis... gives you even acidity after months of storage, too!) Whatever your needs in high quality acidulants, look to Pfizer.

CHAS. PFIZER & CO., INC.
Chemical Sales Division

630 Flushing Ave., Brooklyn 6, N.Y.
Branch Offices: Chicago, Ill.; Atlanta, Ga.;
Vernon, Calif.; San Francisco, Calif.;
Dallas, Texas

Pfizer

*Manufacturing Chemists
for Over 100 Years*



JENSEN



fully automatic moulding installation

Specially built for small solid articles as lentils, pastils, buds, napolitains, fancy shapes, small bars, tablets, etc.

JENSEN means

Maximum production of perfect goods at precision weight on minimum floor space

Fully automatic working (only one attendant for supervision)

Economy Hygiene
Unsurpassed versatility

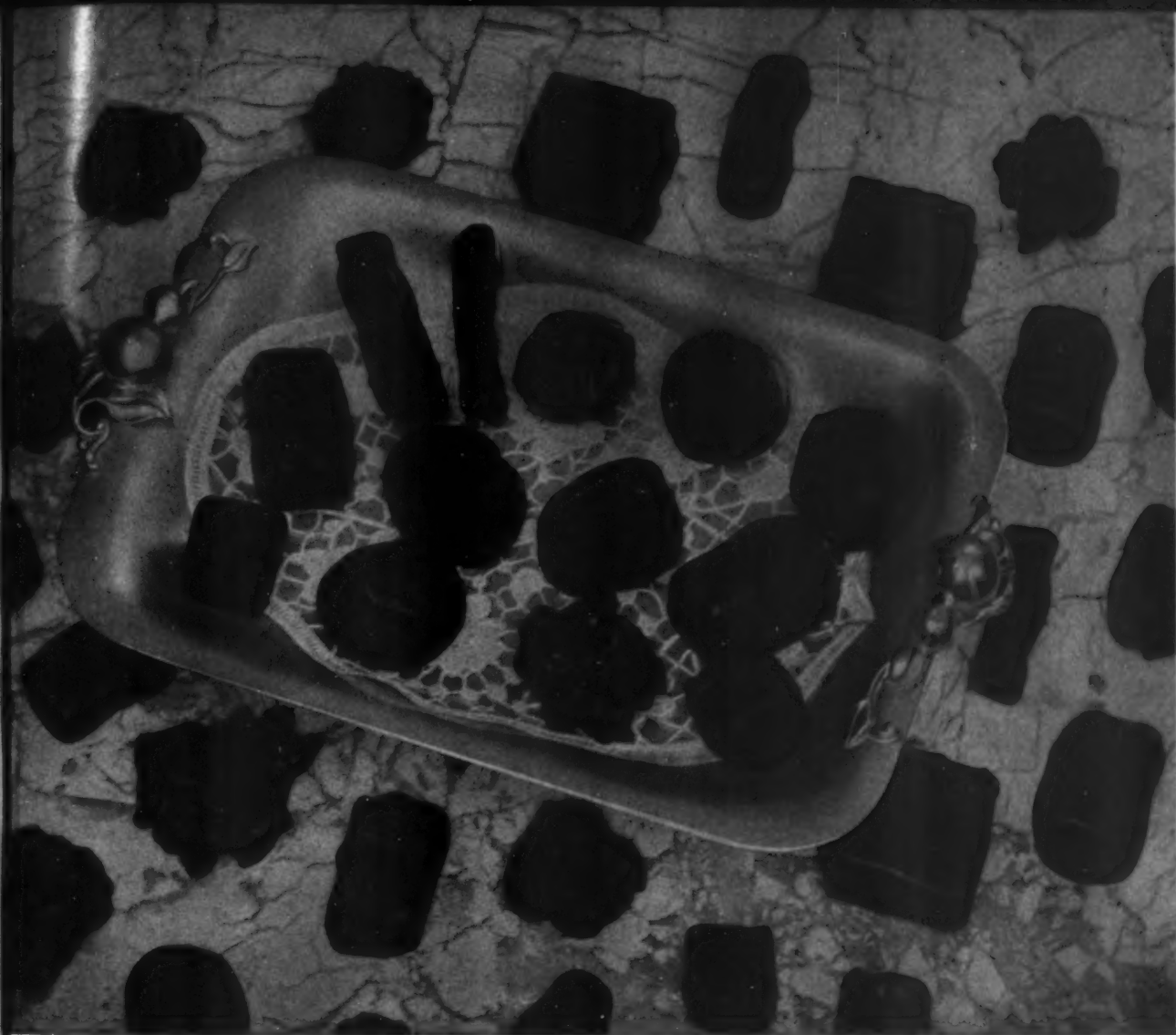


MIKROVÆRK A/S



32-38, SYDMARKEN, SØBORG
(COPENHAGEN) DENMARK
TELEGRAMS: MIKROFACT - SØBORG

Representative for U.S. & Canada: VACUUM CANDY MACHINERY CO., 15 Park Row, New York 38, N.Y.



for your fine candies

quality *Chocolate Coatings*

Ambrosia Chocolate Coatings are recognized for a smoothness that complements the creamiest centers; flavor that is full-bodied and rich; and a workability that assures the most demanding candy craftsman perfection of "stringing" and glossy finish.



MANUFACTURERS OF FINE CHOCOLATE AND COCOAS SINCE 1894

Latini's Proven Profit Maker

**200 Pops Formed & Wrapped
Per Minute**

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

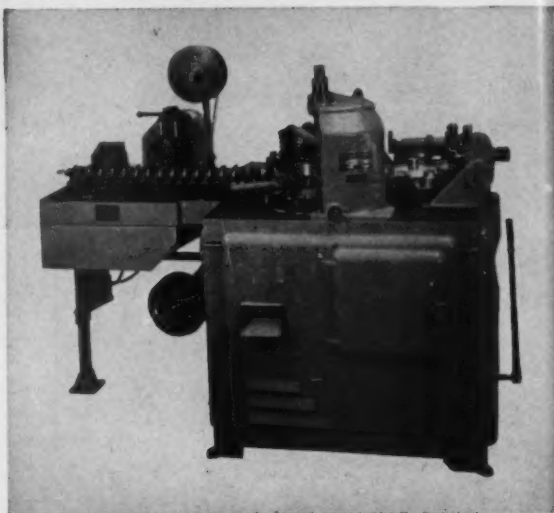
There is no handling, chipping, breaking, etc.—

Die pop is free of fins—eliminating scrap.

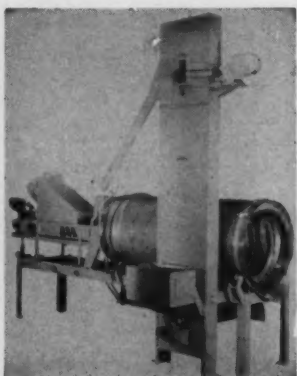
Positive stick insertion—all straight and true.

Weight of pop is variable without change of dies.

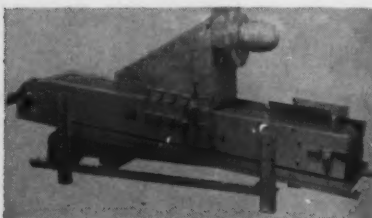
Sandwich wrap saves up to 50% of other type wraps.



**LATINI DIE POP MACHINE
WITH CONTINUOUS WRAPPING ATTACHMENT**



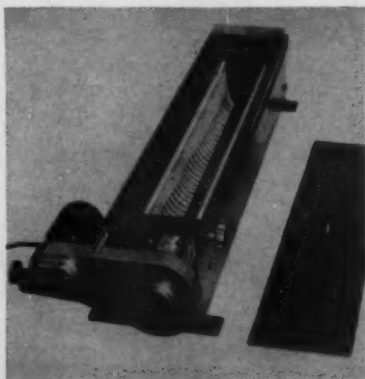
THE LATINI SANDER AND SUPPLEMENTARY STEAMER



LATINI DECORATOR

Saves Labor—eliminates from 2 to 6 strikers per enrober.

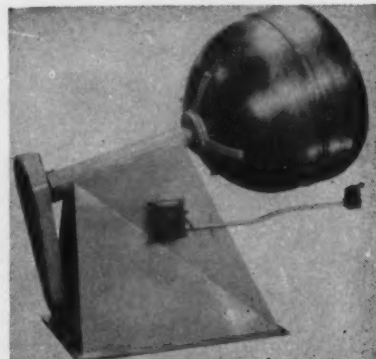
Versatile—variable speed drive, elevation control and 3 sets of decorating belts make a wide variety of markings.



LATINI DECORATOR

LATINI REVOLVING PAN

Unusual Bowl shape permits 10 to 15% larger charges, alone paying for pan in a short time. Sanitary and sturdily built for a long, silent life.



LATINI REVOLVING PAN

CHOCOLATE SPRAYING CO., INC.

CHICAGO, ILLINOIS

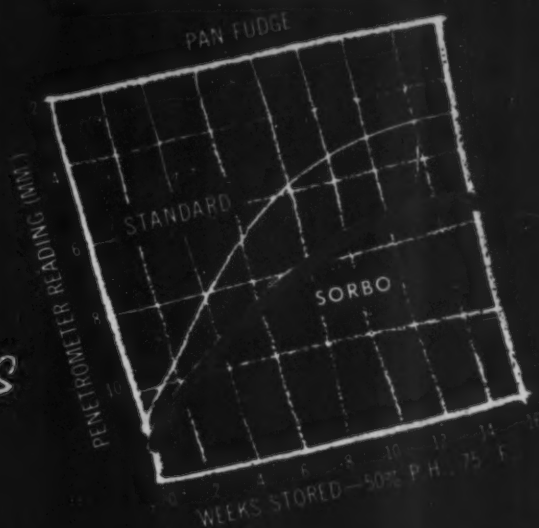
representative:

John Sheffman, Inc.

152 W. 42nd STREET
NEW YORK 36, N. Y.

Penetrometer Tests Prove Fudge made with SORBITOL is

30% SOFTER Even after 16 weeks



In fact, penetrometer tests prove that fudge containing sorbitol is *softer* than ordinary fudge right from the start . . . and at every storage test period! What's more, taste panels rate sorbitol-made fudge as much as *5 times higher after 16 weeks!* Here's positive proof that sorbitol keeps fudge softer and better-tasting longer!

PRODUCTION BONUS

The use of sorbitol permits advance production and storage without sacrifice of quality.

With its sweet taste and other characteristics, sorbitol blends well with other ingredients. For better-tasting, better-selling fudge—try sorbitol. For samples, technical data, and formulation assistance, write or call Atlas today. Tell your Atlas salesman you'd also like to see the new Atlas colored movie, "Practical, Small Scale Making and Testing of Candy."

TEST THIS SORBITOL FORMULA FOR COATED FUDGE

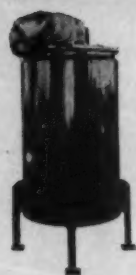
A	Sugar	28 lbs.
	SORBO® sorbitol solution	14 lbs. 6 oz.
	Corn syrup	4 lbs. 6 oz.
	Sweetened condensed milk	15 lbs. 6 oz.
	Hydrogenated vegetable oil	5 lbs.
B	Soy frappé	8 lbs. 12 oz.
	Chocolate liquor	8 lbs.
	Hydrogenated vegetable oil	2 lbs. 8 oz.
	Fondant	29 lbs. 11 oz.
	Vanilla	4 oz.

Cook (A) to 248° F. and add (B). Mix the batch well, cast into starch and enrobe the following day.

Outstrip competition with PLANT LAYOUT SERVICE and Chocolate Processing Equipment by Lehmann



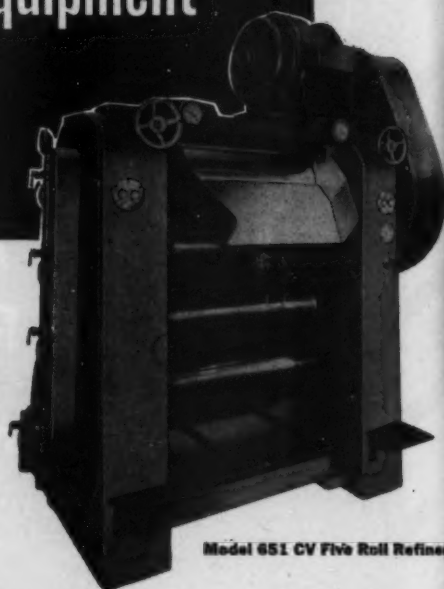
Model 10M
Chocolate Paste Mixer



2000 lb. Mixing and
Tempering Kettle,
Vertical Type



Model 88 DSL
Cracker & Fanner



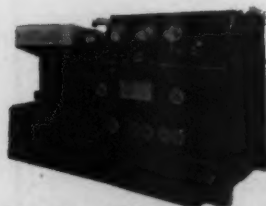
Model 651 CV Five Roll Refiner



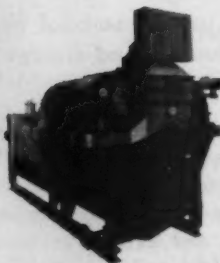
Model 450 Twin Paste Mixer



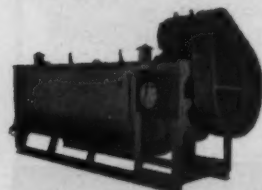
Model 913 ACL
Three Roll Liquor Mill



Helios Automatic
Chocolate Tempering Machine



Model 450
Disc Conche



Model 40MU
4000 lb. Emulsifier



Model 48 D-LX Triple Mill

If you contemplate new plant construction, or renovation of existing facilities, contact Lehmann before your plans are crystallized. It may save you important money and insure an improved competitive position for your products.

Lehmann designs plant layouts for efficient, low-cost handling and process control. In addition to the standard machines shown, Lehmann will design and fabricate for individual plant requirements. We use standard commercial units wherever possible, whether manufactured by us or not, for low-cost, trouble-free operation.

Preferment of Lehmann engineering and equipment by leaders in the industry, stems from sound appreciation of the fact that processing machinery providing characteristic Lehmann features can be produced only by a company with seasoned experience—more than a century in this case.



J. M. LEHMANN COMPANY, Inc.

COAST-TO-COAST SERVICE

Moore Dry Dock Company Oakland, California

Lehmann & Mann Co. Chicago 12, Illinois

J. M. Lehmann Co., Inc. Lyndhurst, New Jersey

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Methods of producing light textured confections

*Research and Development Laboratories
Lenderink & Co. N.V., (Holland)*

In recent years, there has been a considerable surge of interest in the lighter textured types of confection. It is apparently not so much that these yield a larger volume for a given weight as that they are more suitable than the heavier confections for eating as between meal snacks. Ordinary hard candy cannot be bitten, for instance—it can only be sucked, which seriously restricts its rate of consumption. Toffees and caramels are somewhat softer, but the result of trying to eat them, rather than suck them, is apt to be disastrous. Chocolate can be bitten, it is true, but pure chocolate probably tends to be rather too expensive a luxury for the regular snack taker; a grained toffee, or fudge, can also be bitten, but it would still seem that chocolates, fudges and fondants all tend to be somewhat too concentrated ever really to satisfy the snack taker, who apparently prefers something with a bit more bulk to it.

While the current popularity of the light textured confections may have been accentuated by the rise in price of chocolate, it would probably be fair to say that both chocolate and fudge are generally nibbled, rather than eaten, and that the modern way of life is increasingly favouring consumption of not too expensive but essentially "eatable" confections. It is certainly true that the most popular of these con-

fections are those that compete most directly with other light refreshments such as the biscuits, cakes or buttered rolls offered by the Bakery trade. In many cases, even, the two types of ingredient are combined, especially in the form of wafer biscuit or cake based types of marshmallow. The candy maker is thus invading markets previously reserved to the Baker but, let it not be overlooked, the more enterprising Bakers are also rapidly adopting candy manufacturing techniques, so that any question of invading markets cuts both ways; success will be to the swiftest, not necessarily to the most deserving.

Almost every known type of candy can be lightened and rendered "biteable" by the incorporation of air; nobody likes to be made too aware that they are paying away good money for air, however, and it is a cardinal rule that the air must be incorporated in an extremely finely divided form. Such is the effectiveness of modern techniques of air incorporation, however, that the currently popular types of bar fillings, typically in the specific gravity range 0.70 to 0.95, are seldom associated by the layman with the idea of aeration at all, for all that they are only slightly more than half the weight of the same confection before aeration. It is practically a rule that the greater the degree of aeration, the higher the

moisture content of the end product. This higher moisture content is something that the candy manufacturer cannot afford to pass by unheeded, for it means a lower ingredient cost per pound, as well as a larger bulk in the end product.

A vast number of formulas for light textured confections are already in existence; all but a very few of them consist essentially of a sugar syrup beaten up with a suitable whipping agent. It makes quite a considerable difference to the texture of the finished confection whether the syrup grains on cooling or not; most of the heavier types, such as the bar fillings, are usually at least partially grained whilst most of the lighter ones, such as the marshmallows, are commonly ungrained. Hardness is principally determined by the moisture content of the end product; tackiness, chewiness or shortness is principally controlled by the amount of graining permitted.

The lower the final moisture content, the firmer the confection and the easier it is to reduce a grain, but the more difficult it is to get a high degree of aeration. Diagram I, which is based on a formula published by D. W. Grover in the June 1949 issue of "The Manufacturing Confectioner" (page 32), shows the percentage of grain which will develop in any cooked syrup formula when it is cooled to a temperature of 68° F; Diagram II, which is based on unpublished work carried out in our own laboratories, shows the relationship between moisture content and the possible degree of aeration.

Both of these diagrams call for some qualification. The grain formula (Diagram I) apparently does not always apply very directly at moisture contents of less than about 15%, due partly to precipitation of portions of the corn syrup and invert sugar and partly to the great increase in viscosity of a syrup at low moisture contents (used to prevent grain entirely in the production of hard candy at a very low moisture content); when a definite quantity of grain is desired, it is in any case advisable to stimulate graining by inoculating the batch with either icing sugar or fondant, immediately before the final pouring or depositing operation. The apparent limits to aeration set by Diagram II can also be overcome by either of two procedures; either the syrup is beaten in a pressurised beater (as in the Morton batch machine or the Votator, Oakes, Creamery Packaging and Whizzolator continuous machines), when the expansion of the air bubbles after release of the pressure causes a subsequent lowering of specific gravity, or the batch can be made by a two-stage method, according to which a dilute syrup is beaten to a high volume and then mixed with an unbeaten cooked syrup. Both of these methods result in a lower ultimate specific gravity than is indicated by Diagram II, but it must be remembered that the foams produced by these methods are unstable to the extent that excessive subsequent mixing at atmospheric pressure will result in a slow loss of the entrained air until the appropriate specific gravity indicated by Diagram II is finally attained.

In practice, the heavier types of bar filling owe their relative solidity to a comparatively low total moisture

Diagram I

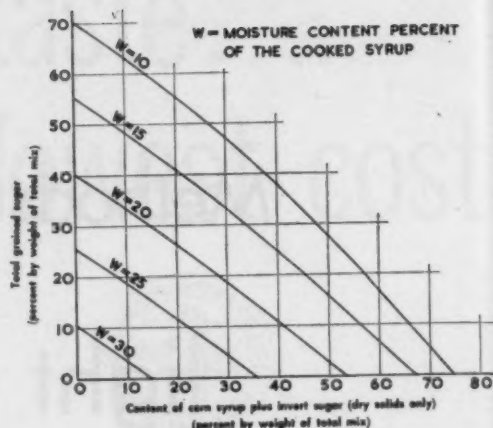
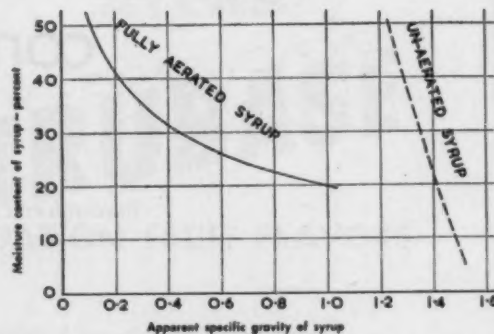


Diagram II



content (say, 5 to 15%, comparing with 1% for a hard candy and 12% for a toffee); the degree of graining is then balanced to give the desired degree of chewiness or tackiness in the end product. The still lighter products contain more moisture, up to about 27% for a light marshmallow. A limit to the possible increase of moisture content is usually set by the fear of fermentation; as a rough guide, the risk is generally considered to exist when a syrup contains less than 72% of solids dissolved in it, though there are actually a few examples of successful light confections which contain slightly more than 28% of moisture, and so less than 72% of solids.

There is another effect which makes itself conspicuous as soon as the moisture content is raised above a very low level, say 3% to 4%. As soon as any appreciable amount of moisture is left in a cooked syrup, the cooled syrup starts to lose its natural rigidity and will tend to flow on standing. Grain, if present in very high proportion, will counteract this tendency, but in most low boiled confections it is usual to add a definite "stiffening agent". The mere incorporation of finely divided air gives a remarkable degree of stiffening, often sufficient to enable an otherwise fluid syrup to retain any shape that is given it, but additional rigidity is often given by the incorporation of a gelling agent as well—Gums, Gelatine, Agar, Pectin, etc. have all been used in this way. The other basic type of ungrained and low boiled confection—the caramel or toffee—relies upon a solidified fat to give it

rigidity; fats and whipping agents are not mutually compatible, however, the one undoing the work of the other, but there are techniques of mixing a whipped syrup with a toffee type boiling, in such a way that the advantages of aeration-stiffening and fat-stiffening are at least partially combined in the one recipe. A great many of these light textured Candy formulas also include additions of flavour enhancing ingredients, such as milk powder, cocoa powder, malted milks, coconut, hazelnuts, almonds etc.

The basic plan is therefore usually to reduce the hardness of the original base candy by increasing the moisture content; it then becomes a matter of rebuilding the necessary degree of rigidity by an appropriately balanced addition of one or more of the "stiffening agents"—air, gels, fats and, in some cases, grained sugar. That most of these will have a secondary effect on characteristics such as toughness and chewiness is obvious and the possible combinations of ingredients which will give any particular characteristic of density, hardness, toughness, chewiness etc. are almost inexhaustible. Until the science of rheology is better developed, it will unfortunately remain very difficult to give any very precise definition of many of these terms; as a first approximation, however, it will be obvious that what is usually sought is a non-Newtonian semi-fluid of high viscosity and very high yield value. Syrups frequently have a high viscosity but seldom much in the way of yield value—hence the need for stiffeners of one sort or another.

It is relatively easy to produce formulas of approximately the right characteristics "off the drawing board"; what is usually less easy is to devise practicable ways of processing them. The method adopted for shaping the final product is particularly critical and usually limits the choice of formula more decisively than anything else, though there are also limits set by the type of heating equipment used. When production is on a small scale, the heavier types of article are usually poured into sheets, levelled and subsequently cut after cooling, whilst the lighter articles are usually dressed through a hand piping bag. Neither method is altogether attractive when it comes to large scale production, however. It then often becomes a matter of modifying the "ideal" formula until it proves capable of being worked by some more satisfactory method. Many large scale producers of bar goods have in fact been driven to devise elaborate and highly specialized machines which can handle the formula of their choice. For others, who produce on a fairly large scale but who wish to avoid a too heavy capital investment in specialized plant, the ordinary starch mogul offers a reasonable compromise; even the starch mogul sets fairly sharply defined limits to what is acceptable in the formula, however, due to the fluidity requirements of the depositor, the acceptable limits of working temperature, the moisture absorbent properties of starch and so on. As an example, two formulas are given here for basically the same product, a relatively solid chocolate type bar filling of specific gravity 0.8 to 0.85, formula "A" having been developed for the pouring and cutting process, formula "B" for mogul operation:

"A"

1000 water) Mix and beat to a
1250 Icing sugar) stiff foam.
90 Whipping agent*)

7200 Sugar) Boil separately to
2400 Water) 255°F, then mix into
7200 Corn syrup) the stiff foam, above.

1500 Skimmed milk powder)
800 Cocoa powder) Mix in to the above.
400 Icing Sugar)

400 Hard fat) Melt and mix into the
) above.

"B"

800 Icing sugar) Mix and beat to a
600 Water) stiff foam.
100 Whipping agent*)

6300 Sugar) Boil separately to
2000 Water) 244°F, then mix into
5000 Corn syrup) the stiff foam, above.

1250 Fondant) Melt and mix into the
) above.

900 Cocoa powder) Pre-mix, then mix
2000 Syrup (2 Sugar, 1 Water)) into the above.

The "A" formula is for a slightly larger total batch than the "B" one but a detailed comparison of the two shows that the designed moisture content of the mogul formula (B) has had to be increased from the 10.2% of the poured and cut one to 15.6%; this is partly counteracted by an increase of nearly 50% in the concentration of whipping agent used and by some replacement of corn syrup by sucrose. In practice, also, it will be found that the mogul formula tends to dry out a certain amount whilst in starch, although no specially long drying period is actually demanded by this formula.

With the advent of the much lighter article, it has been discovered that certain types of automatic dressing machine can be profitably used for the shaping and depositing operation; these machines have previously been used principally in the Bakery industry and are not unlike some types of marshmallow depositor known to confectioners. The first major application of these machines came with the great rise in popularity of the "Negro Kiss" in Germany and, with their help, production is currently reported to

*The concentration of whipping agent required is dependent to some extent on the particular type selected; the figures quoted in these formulas are all based on the use of a well known European proprietary brand (a hydrolized protein, casein based). The figures represent grams weight but might equally well be pounds or ounces, except in so far as a formula usually needs slight modification if the batch size is greatly changed.



OKA-Automat depositing "Negro-Kisses" on a wafer base.

have reached the 4 million per day figure, a very respectable figure for a country with a population of about 50 millions. The same article is also very widely known in Denmark and Scandinavia, under various names, and as it is reported that it is about to appear on the U. S. market, some further details may be of interest. It is a very light creamy confection, somewhat similar to a marshmallow but softer, lighter and creamier; it is commonly deposited on a wafer biscuit and the whole is coated with a thin film of chocolate, sometimes covering the wafer biscuit and sometimes not. The following formula for Negro Kiss fillings was specially developed to suit the OKA-Automat depositor; for best results, the specific gravity of the end product should be stabilized fairly closely at about 0.17 to 0.18:—

42 Whipping agent (N.B. Special)	Dissolve
quality for use in formulas of un-	separately
usually high moisture content)*)
200 Water)

850 Sugar) Dissolve separately,
800 Water) then beat to a stiff foam
20 Gelatine (270° Bloom)) with the whipping agent
) solution, above.

1650 Sugar) Boil separately to 234°
550 Water) F and then mix into the
800 Corn Syrup (45°B)) stiff foam, above.
225 Sorbitol (75%))

Experimental trials of this type of formula, using continuous beating machines of various types, are currently under way but the results are as yet insufficiently proven to justify the making of particular recommendations. The formula already quoted was developed for processing on the common planetary motion types of batch beating machine.

The success of the continuous dressing machine on this class of work and, in particular, the ease with which the deposited articles can be conveyed direct to the coating machine with only the minimum of intermediate cooling and drying, has led to attempts to devise ways whereby the same system can be adapted to the needs of the rather heavier types of article. The very light articles are usually deposited

straight on to a wafer biscuit and though a piece of pre-cast toffee may be used in place of the wafer biscuit, many of the typical bar fillings require to be deposited straight on to the band. Preliminary trials of a suitably adapted OKA-Automat machine, using a band well dusted with icing sugar, have given very promising results, so that the details of a formula specially developed to suit this process may also be of interest:

1100 Water)	
1300 Icing Sugar)	Mix and beat to a stiff foam.
160 Whipping agent*)	

5500 Sugar) Boil separately to 248°F
1800 Water) and then mix into the stiff
3500 Corn Syrup) foam, above.

1000 Fondant) Melt and mix in.
--------------	--------------------

The above formula, processed to a specific gravity of about 0.60, with a moisture content in the end product of 16.4%, is still rather lighter than is wanted by many producers of bar fillings, but it would appear very likely that the future will see increasing development along these lines.

It should be noted that the formulas quoted here can only be used as a guide; apart from the question of differing concentrations of whipping agent, according to the particular type selected, there is also very considerable variation from supplier to supplier in the quality of items such as Corn syrup and Gelatine—and we have had experience of the same recipe, used in different places, requiring a major revision of the Sucrose : Corn syrup ratio, not to mention consequential changes in other factors as well (moisture content, type and quantity of gelling agent etc.). Water also can vary a great deal from one place to another. Two well known makes of batch beating machine have also been shown to require different sugar contents in the initial batch which is to be whipped (the sugar content of the boiling then being adjusted so as to give the same end formula). It is, however, very satisfactory to find that technological understanding of the problems involved is now at last reaching the stage at which it can really be applied to the problems surrounding texture and density control of these light textured confections; it is most noticeable, in fact, that the really successful adaptations are being made in those plants where scientific method and scientific control have been adopted over a long enough period to give the technologists some real experience of what is already within their capacity and what must remain purely empirical for the present. Altogether, there would appear still to be a very considerable field of enterprise open to the specialist producer of these light textured confections. The golden key to success is without doubt control of eating texture, not just mere lightness; controlled aeration, used in conjunction with the appropriate moisture content, degree of graining and re-inforcement with "stiffeners", is the basic means by which the all important texture control is achieved.

Current development

of process control

in chocolate making

by J. KOCH, *London*

The output of chocolate goods has expanded very considerably during the present century and there is every reason to suppose that this expansion will continue. It has been checked in recent years, due almost entirely to the shortfall of raw cocoa arriving from the plantations, but the mere fact that raw cocoa had to rise in price some fifteen times before the demand for it was effectively braked should be sufficient evidence of the potential capacity of the consuming market. The general scale of the expansion which has already occurred is shown quite clearly by graphs of world production (and usage) of raw cocoa, the one accompanying this article having been compiled from the statistics issued by Verlag Gordian, of Hamburg, West Germany.

It will be seen that any chocolate firm of standing will have had to expand its production at a very considerable rate over the last forty to fifty years, if it was to keep its share of the consuming market intact, and that a further expansion can be confidently expected, as and when the largely technical difficulties standing in the way of an increased output from the plantations are overcome. We are warned that these difficulties may persist for some time yet, but it would seem very unlikely that chocolate manufacturers will fail to find a solution for them, through development of satisfactory alternative raw materials if not through the introduction of new incentives for cocoa growers.

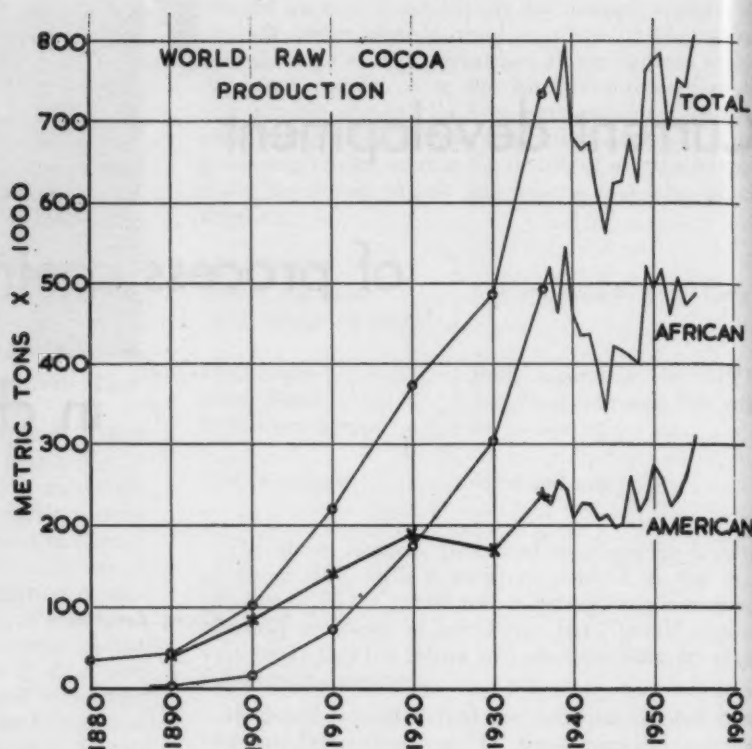
Expansion doubtless came in the first place as a result of the general opening up of markets, due as much to improved communications at all stages between the plantation and the consumer as to any

major technological advances. Once started, the development of the techniques of factory production accelerated the process, leading to lower prices and a great increase in the number of people who could afford to buy chocolate products for their own use. A very important development, from the manufacturer's point of view, has been the gradual transformation of chocolate from a luxury article to a commodity. Originally, chocolate and cocoa were luxuries consumed by the wealthy alone. By degrees, they have become a minor luxury, sufficiently reasonable in price to have a great appeal to children. Now, however, steady consumption of chocolate confectionery by all levels of the adult population is becoming increasingly the aim of the chocolate salesman.

The creation of a mass consumer market has inevitably meant that chocolate and confectionery generally come to be appraised as useful commodity foodstuffs and not just as minor luxuries; it also means that quality tends to be judged by standards of utility, meaning that price per piece, general palatability, food value and so on are given priority over mere ostentation or magnificence as an exhibition piece. Where our ancestors had to turn out a product which was sufficiently perfect to attract the attention of the wealthy connoisseur, or sufficiently cheap to attract the pence of the children, the modern expansionist has to follow a different line.

Possibly one of the principal features of mass marketed consumer goods is that "machine made" quality actually comes to be preferred to "hand made" quality. Whereas the connoisseur does not mind paying for an individualistic article which he believes to be just that bit better than any other, the smaller

Graph showing the annual output of raw cocoa since 1880. The figures are taken from "Cocoa Bean Tests 1952/1953", published by Verlag Gordian of Hamburg, West Germany. Supplementary data for the period 1953 to 1955 was also provided by Verlag Gordian.



but more numerous buyers seem to prefer an assurance that they are buying something which is of an absolutely standard quality and which has been manufactured in the most economic manner possible. There will doubtless always remain some market for "hand made" goods, but the real expansion must inevitably come in the field of the scientifically made mass produced article, lacking some of the trimmings associated with hand work but lacking also the defects and the variability of the hand made article.

The transition from hand made or hand supervised production, whether machine assisted or not, to instrument controlled mass production or automation cannot be made in a moment; it grows slowly across the years as techniques of control come to be developed, tested out in practice and finally adopted into routine manufacturing practice.

We have now reached the stage of development at which traditional chocolate making practice can be resolved into four basic processes, as follows:

- (1) Preparation of the ingredients, especially cleaning, roasting and de-husking the raw cocoa, pre-grinding the cocoa nib, pre-pulverising the sugar, pre-drying the milk and so on.
- (2) The first mix, at which the basic chocolate recipe is made up.
- (3) Refinement, or reduction of the particle size.
- (4) The second mix, comprising conching, flavour development and fluidity development.

Occasionally, all particle size reduction is achieved as a part of the ingredient preparation stage, when the first and second mixes can then also be run into

one, but it would seem doubtful whether simplification of the processing to this extent has yet been developed to the extent that it can seriously challenge the rather longer chain of processes favored by most producers. The problems of particle size reduction and mixing are simple enough, and may even be condensed into a single process with the help of a multi-purpose machine such as the Bramley mill, but it would appear that the problem of achieving an adequate flavour development still hampers complete acceptance of any of the methods which short cut the traditional sequence of operations.

Some brief comment will now be offered on the parts of this processing chain where automatic controls are being increasingly applied in practice. It should not be overlooked that the prime purpose of the more successful process designers has been the achievement of automatic control in place of manual supervision and that the manifold economies which result are essentially by-products of the concentration of attention on the problems surrounding successful introduction of automatic controls. The designer whose only aim is direct economy—usually in the form of labor saving or short cuts in processing—is seldom as successful in the long run as his more far sighted colleague who goes straight for the key technical problems and who leaves the detail of process economy to be developed as and when practical experience of the operation of the newer methods comes to be accumulated. It is also only when production has been mechanized that it becomes practicable to introduce the modern styles of quality control; it is not

till the principles of quality control have been introduced, however, that mechanization can really develop to the full and start to merit the title of automation.

Some of the greatest advances of recent years have been in the field of turning raw cocoa into roasted cocoa nib; continuous bean processing units working under a high degree of control are becoming increasingly a feature of the modern chocolate or cocoa manufacturing concern. The principal stumbling block has always been an adequate degree of control over the roasting operation; batch roasting, for instance, is scarcely controllable except by hand methods and the introduction of adequately controllable continuous roasters has been the essential key to mechanization of the whole business of nib preparation. Those who have surmounted the control problem are also starting to realize the economics which result.

A batch roaster cannot be successfully operated at a lower fuel usage than approximately 30,000 BTU's per 100 lbs. of cocoa roasted, for instance, whereas it is relatively simple to construct a continuous roaster which uses only 20,000 BTU per 100 lbs. of cocoa and 15,000 has actually been achieved in large scale practice. The more efficient the utilization of fuel, incidentally, the less the risk that surplus heat will be absorbed in accidental burning or scorching of the cocoa and the more controllable machines are almost inevitably associated with a high thermodynamic efficiency. The modern continuous roaster can also pay dividends in the form of an increased yield of nib; whereas the batch machine always burns or otherwise removes a certain amount of the nib and also expresses a certain amount of cocoa butter out of the nib into the shell, some types of continuous machine, due to their higher efficiency, can show about 1% better yield of nib, containing about 0.2% more cocoa butter than previously. There will, of course, always be arguments as to whether the manually supervised batch roaster cannot be made to produce a higher quality product; given really skilled roaster operators, with ample time to supervise each batch in person, it might well be that there is some truth in this contention, though there are also counter claims made in favor of the more advanced instrument controlled types of machine, especially those designed to maintain the optimum balance between the evaporative and flavour development functions of the heat treatment to which the beans are subjected during roasting.

By degrees, the advantages of adequately controlled roasting for improved control of the husking process are also coming to be recognized; there has been comparatively little advance in the technique of construction of winnowing machines on the side of the machinery suppliers, but it is slowly becoming rather more common to find intelligent control of the all important size grading, coupled with instrument controlled air flow and modern dust collection plants, all of which can be shown to assist materially in cutting materials wastage at the winnowing stage to an absolute minimum. Whereas, a few years ago, a total return of 81% of nib (from raw cocoa) was fairly typical, individual plants are now showing that returns of 83%, occasionally even 84% (counting the germ as nib) are quite practicable, none of the in-

creased yield being due to moisture left in the nib. It may be observed here that the new procedures which eliminate roasting (the treatments devised by Kaden and Taubert, discussed below) are also associated with higher yields of cocoa butter. At today's prices for raw cocoa, these improved yields, and especially the higher yield of cocoa butter, are of very great significance; when they are associated with a high order of automatic control, as they in fact have to be, it starts to become obvious that the future will lie with the firms which can develop the technological skills needed to operate and maintain plants of this nature at full efficiency.

A second point at which technological skills are starting to show real returns is in the associated problems of particle size control and fluidity development. Unnecessarily fine grinding, or the presence of an excess of superfine material in mixture with less finely ground particles, tends to result in a loss of fluidity.

The cardinal feature favoring the retention of the roller refiner for particle size reduction is probably that a roller refiner in reasonably good condition, or reasonably good adjustment, tends to produce less of an excess of superfine material than any other type of fine grinding or pulverizing machine. This characteristic is being improved by continual study of the crushing efficiency of the roller refiner—the less the power required to produce a given reduction of particle size (comparisons being aided by the application of Rittinger's law of particle size reduction), the less the probability that excess power will be wasted in the production of excessive superfines. The search after high power conversion efficiencies is tending to produce the low ratio machine, one which produces a very evenly ground mixture of small particle size but which is not capable of achieving a very great absolute reduction of particle size (i.e. not without loss of efficiency). This process is quite definitely favoring the system of chocolate making in which ingredients are fairly finely pre-ground before the first mixing, usually on high speed pulverizers, the final refinement being achieved in a single pass through a five roll machine at relatively high speed. This single refinement serves the purpose of reducing the over-size particles left by the pulverizers without further reducing the already superfine particles any more than can be helped. In practice, this generally involves pre-pulverizing to a fineness of the order of 100 microns (varying rather widely according to the system of fineness determination used), the subsequent roller refinement being designed to reduce the larger particles to about one third or one quarter of their initial size.

End finenesses of European chocolates are actually tending to become stabilized at about 22 to 24 microns (0.0009"), as measured by a micrometer, though it is still possible to find the occasional chocolate which has been super-refined to a particle size of the order of 10 to 14 microns (0.0004 to 0.0005"). The order of difference between a well processed chocolate of moderate to good fineness and a less evenly processed chocolate of scarcely superior fineness, when both have been adjusted to the same fluidity, may well be of the order of 3% of cocoa butter content.

Variations of 2% fat content for the same fluidity and the same apparent fineness are quite common and represent quite a small degree of attention to the problem of good control of the particle size reduction processes. Fluidity can also be affected by factors other than particle size and fat content, of course, but the above gives some indication of the order of economy which is resulting from conscious control of particle sizes and efficiency of method by which any given particle size is reached.

The least progress, as ever, unfortunately seems to attach to the problems of flavour development control, especially those encountered in the processes applied after the mixing with sugar (principally the second mixing or conching operation, though flavour control is sometimes also sought as a part of the refining operations). The exasperating situation, in which the most satisfactory flavour development always appears to be associated with treatment of chocolate masses in the small pre-1900 designs of conche, still seems to apply as firmly as ever, in spite of every conceivable effort having been devoted to devising more economic ways of producing the same effect. The latest development appears to be a claim that electrostatic charging is responsible for the beneficial flavour effects associated with this style of conching (A. Taubert, *International Chocolate Review*, September 1954, pp. 265-279), but it is still too soon to be able to make intelligent comment on this somewhat intriguing and not unpalatable claim.

The modern conches—enlarged longitudinals, rotary conches with or without vacuum, large drum type machines, roller machines, aerated mixing machines, elaborated melangeurs, and the like—all appear to have their applications and to be supplanting the more old fashioned machines for a large number of purposes, but it is still very difficult to espy anything which might be claimed to represent controlled flavour development, in the sense that conscious control was being exercised to maintain a fixed degree of flavour development within definable limits. The nearest approaches to positive control are probably controlled rate aeration (Aasted, *Studien über den Konchierungsprozess*, Verlag Max Glættli, Zurich) and moist acid treatment of raw cocoas (Taubert, *Gordian* Nos. 1310, 1311, 1312 and 1313, 1955; Kaden, *Gordian* Nos. 1237, 1256 and 1257, 1953; Taubert & Baucker, *International Chocolate Review*, December, 1953), but it can hardly be said that methods of flavour development control, as apart from simple repetition of a sequence of empirically tested mixing and heat treating operations, have yet attained any real significance in practical manufacturing control.

Possible partial solutions of the problem may be found along the lines outlined by Mr. L. C. Cartwright at the ninth P.M.C.A. production conference, the specific "flavour notes" associated with cocoa products having been somewhat provisionally listed by Taubert & Baucker (references above). Until this process of flavour classification has been developed quite a bit further, however, flavour control is likely to remain the principal stumbling block in the way of a complete application of the principles of modern quality control.

Measurement of printing quality

A paper discussing methods of accurately measuring the quality of printed material was given by Donald Macaulay at the National Packaging Conference this year. Mr. Macaulay discussed the use of statistical analysis and investigation as a tool to measure and specify the quality of printed materials from suppliers. The use of statistical analysis in this field is not generally familiar to our industry, probably because of the specialized testing required and because so many of the factors influencing quality are dependent on visual analysis and therefore on human decisions. With some training, however, accurate measurement of these qualities can be determined and close specifications made and adhered to.

The complete paper available from American Management Association, 1515 Broadway, New York 36, New York.

"Tenderness" analysis

A paper read at the annual meeting of the American Association of Candy Technologists at M.I.T. this year, discussed an interesting new research tool that for the first time allows an accurate measurement of "tenderness" in a food product. The apparatus is essentially a pair of dentures mechanically articulated through strain gages. When a piece of candy is placed between the teeth and the apparatus started, the teeth bite down through the candy and return to an open position. The electrical resistance measured by the strain gages gives a graphic picture of the tenderness of the product.

The real value of this equipment is that it simulates very closely the conditions occurring in the human mouth. Results on this equipment correlate very well with subjective tests to determine tenderness, and for the first time it makes possible a quantitative measurement of this quality.

Progress in candy research

This Report No. 30 covering the period from June 1, 1955 to June 1, 1956, deals with the following major projects, as sponsored by the National Confectioners' Association at the Southern Utilization Research Branch of the Department of Agriculture: Whey as a candy ingredient; moisture equilibria of candies; grades of sugar for candymaking; Brewer's Yeast antioxidant; nutritive slab dressing; and new use for calcium carbonate.

Planning your working capital requirements

A publication of this name has been issued by the Small Business Administration of the U.S. Department of Commerce. It discusses the need for working capital, and gives a very detailed method of determining in advance working capital requirements throughout the year.

Copies are available free of charge from your nearest Department of Commerce office, or from the main office at Washington 25, D.C.

Fancy Food and Confection Show

The second annual Fancy Food and Confection Show will be held August 26 through August 29 at the Sheraton-Astor Hotel in New York City. This show features domestic and imported specialty foods, with unusual and exotic delicacies and confections. Included among the exhibitors are a number of American candy manufacturers, as well as importers of candies.

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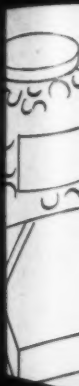
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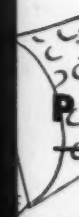
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candy packaging

*Integrated forming
and wrapping*

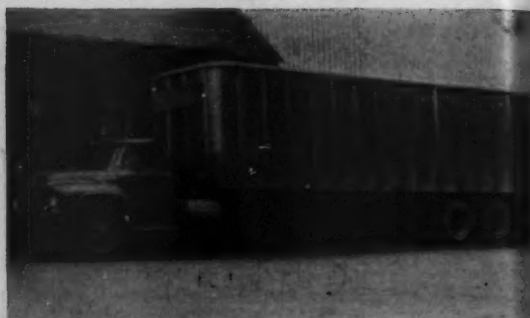
*A new
packaging show*

PUBLISHED BY

**THE
MANUFACTURING
CONFECTIONER**

AUGUST, 1956

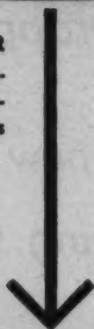
Mass appeal means VOLUME SHIPMENTS



when
TRAVER
QUALITY
PARTITIONS
HELP DRESS
YOUR PACKAGE

on-time deliveries
in any quantity
for the cookie and
candy industries

Ask your **TRAVER**
representative for sug-
gestions on your pack-
aging needs in cookies
and candies.



Eye-appeal means a lot in impulse items and internal packaging shows up in the spotlight when you want your product to be seen. Neat, fast-to-handle **TRAVER PARTITIONS** in your candy box spell quality to the consumer. Your product is well-protected, keeps lint-free and sanitary. Whatever your requirements in internal packaging — partitions, U-boats, liners and layer boards, **TRAVER** has the production facilities to meet them promptly.

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CHICAGO 12, ILL.

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LOS ANGELES, CAL.

AFFILIATED WITH AMERICAN PARTITION COMPANY
DIVISION OF STANDARD BRANDS INCORPORATED



Protects quality all through production delivery and sale!

Candy Is Better, Profits are Bigger ...with Waxed Paper



Satisfies need for perfect low cost product protection from maker to buyer! Here's how Waxed Paper provides modern candy packaging that really sells!

- **Production protection**—Holds the line for brand quality during every production step. Perfect for pan liners, dipped candies dry quickly, safely on Waxed Paper. Candy won't stick, never takes on flavors or odors when wrapped in Waxed Paper!
- **Shipping protection**—Stands guard over freshness and flavor through delicate delivery operation, assures arrival in just-made condition. Candy makers use protective Waxed Paper as top inner liners, layer separators, case liners for bulk shipments.
- **Packaging protection**—Hard-working, hard-selling saleswrap with a thousand uses! Serves as sparkling, colorful outer wraps for bubble gum, kisses, lollipops, caramels, other children's favorites. Ideal inner wrap for candy bars, fruit drops, gum. Inner liners for your stock boxes, too. Round out your needs with Waxed Glassine Paper candy cups and inner wraps for your most expensive products.
- **Display appeal**—Smart packaging! Whatever your wrapper design, colors or message—every detail shows bright and clear on Waxed Paper! Every item is a *billboard* in the store and in the home, sparking impulse sales and pulling repeat buyers with its strong appetite-appeal, proved selling features. Rugged self-sealing wrapper handles easily on the machine, passes every production, shipping, in-store and consumer handling test!
- **Low cost**—Lower initial wrapping expense plus dependable supply combines with other Waxed Paper advantages, adds up to higher *net* profits!



Waxed Paper teams up with the experience, facilities and service of the nation's top converters, delivers modern design packaging and product protection that pays off in bigger candy business for you! And the job doesn't stop here!

Suggested traffic-stopping *designs*, sales *ideas*, actual *samples*, complete *cost sheets*—they're all yours for the asking! So for expert packaging help, see your Waxed Paper salesman today. Or write or telephone us direct.

REMEMBER... Waxed Paper is more than a wrapper. It billboards your brand, merchandises itself, sells itself. Waxed Paper is an advertisement with genuine appetite appeal. In fact, it's an *appetizement*!



WAXED PAPER MERCHANDISING COUNCIL, INC., 38 South Dearborn Street, Chicago 3, Illinois, STate 2-8115

**SELL
MORE
CANDY
EASTER
EGGS**



with Genuine

**SELF-LOCKING
EGG CUSHION CARTONS**

Lift your Easter Candy Eggs out of the bulk class. Command better prices...sell in greater volume...increase your profit per dozen...by packing them in *genuine Egg Cartons!*

This novel packaging idea offers outstanding display possibilities...stimulates point-of-sale action. Its sure-fire appeal is solving Easter merchandising

problems for alert candy manufacturers.

As leading manufacturers of genuine Egg Cartons, our large facilities give you high quality cartons at low cost, enabling you to pack Candy Eggs at substantial profit to yourself.

Samples and prices gladly sent on request. Stock or special designs available. Selling season is near. Write now to—

**GENERAL PACKAGE
DIVISION**

THE DIAMOND MATCH COMPANY
585 E. Illinois St., Chicago 11, Ill.

Pacemaker in Egg Packaging

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Ribfoil Cups T. M.

**...THE NEWEST DEVELOPMENT IN
ALUMINUM FOIL PACKAGING**

ANOTHER FIRST BY BASCA

Design, Mechanical and Process Patents Applied For

BASCA MANUFACTURING COMPANY (Division of Huyler's) 2222 North Olney St., Indianapolis 18, Indiana



Send coupon TODAY
FOR SAMPLES of...

Ribfoil Cups

T. M.

...the new colorful aluminum
foil package that's been
proven 15 million times!

PRODUCT INFORMATION ABOUT RIBFOIL CUPS

1. **Sizes:** Now available in 4, 12 and 16 oz. sizes. Intermediate sizes available soon.
2. **Colors:** Seven sparkling colors.
3. **Closures:** Three types; (1) disc closure foil laminated on underside; (2) clear plastic window lid; (3) all-aluminum cover cap imprinted in 1 or 2 colors. Mix or match cover cap with Ribfoil Cup color.
4. **Filling:** Can be filled by hand, semi-automatic or fully automatic equipment. No major modifications necessary. Filling and capping equipment available (see photograph below).
5. **Hermetic Sealing** optional.
6. **Vinyl coating** optional.

Proved in Production

15 million Ribfoil Cups have been filled and capped on modern high-speed production lines.

Proved in Transit

15 million Ribfoil Cups have been shipped from coast-to-coast and border to border.

Proved in Retail Selling

15 million housewives have seen and bought products packaged in colorful Ribfoil Cups.

Send for Samples of Ribfoil Cups Today!



BASCA MANUFACTURING COMPANY
2222 North Olney Street, Indianapolis, Indiana

Gentlemen: Rush me full information and samples of Ribfoil Aluminum Cups today.

Our company packages _____

Check here for information on filling and sealing methods and machinery ().

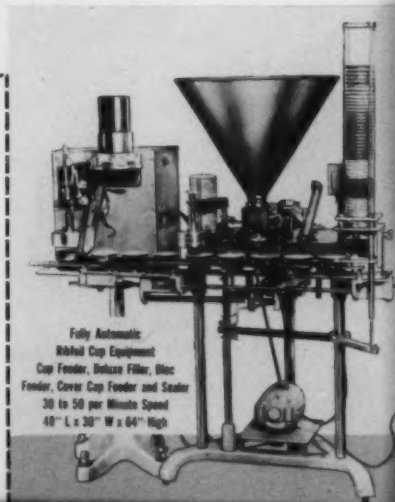
Name _____

Company _____

Address _____

City _____

State _____



Fully Automatic
Ribfoil Cup Equipment
Cup Feeder, Deluxe Filler, Disc
Feeder, Cover Cap Feeder and Sealer
30 to 50 per Minute Speed
40" L x 30" W x 64" High

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Caramel slabs come via overhead conveyor to the vertical batch feeder on the right. The operator keeps the rope speed adjusted to the cut-and-wrap machine in the center background. The bar wrapper in the left foreground overwraps six individual caramels into a bar, with tear tape included.



A caramel bar line

by STANLEY E. ALLURED, *editor*

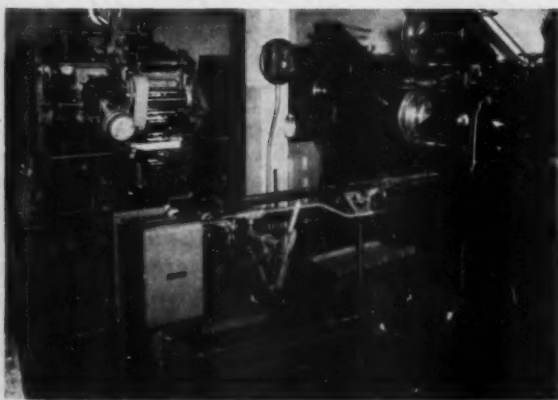
The York Caramel Company has a pair of integrated production lines that turn out individually wrapped caramels, overwrapped into bars, automatically.

The caramel slabs from the production floor come to this line by overhead conveyor, and drop directly into the hopper of a Hansella vertical batch feeder and sizer. This machine automatically forms a rope and sizes it down to the required diameter. This rope is then fed into a Forgrove cut-and-wrap machine that cuts caramels from this rope and fold-wraps them individually.

The wrapped caramels are delivered in a single file conveyor that feeds directly into a Package Machinery overwrap machine.

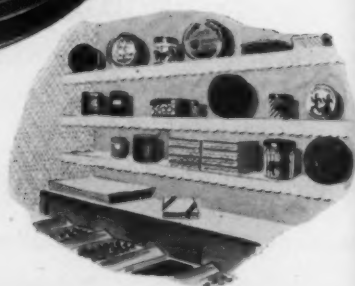
The bar wrapper takes six caramels at a time and overwraps them in printed cellophane, with a tear tape.

The key to the automatic and continuous operation of the two wrapping machines is the single drive motor. This feature guarantees that the cut-and-wrap machine remains in perfect synchronization with the overwrap machine, and allows the two machines to operate without supervision.



The motor at the lower right powers both the cut-and-wrap machine on the right and the bar wrapper on the left.

Clark Candy Containers...



Can Better Protect and Sell your Product

In the packaging of fine confections, product protection is indispensable to successful repeat sales. That's why so many leading candy manufacturers are turning to J. L. Clark for snug-fitting and precision-made metal containers that fully preserve the delicate flavor and factory freshness of their finest confections. And equally important, custom-made Clark containers feature a colorful brilliance and matchless beauty that will capture the attention and whet the appetite of even the most casual customer.

These distinctive containers, combining both protection and sales-winning beauty, are available in a wide range of sizes and styles. J. L. Clark is prepared to help you develop colorful new designs, or adapt

existing designs to the lithographic process. Write today, and take advantage of J. L. Clark's 51 years of packaging experience. It's yours for the asking. *J. L. Clark Manufacturing Co., Home Office and Plant, Rockford, Illinois; Liberty Division Plant and Sales, Lancaster, Pa.; New York Sales Office, Chrysler Bldg., New York 17, N. Y.*



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This production unit of two integrated machines forms and wraps hard candy at speeds to 500 per minute.



Integrated forming and wrapping for hard candy

by STANLEY E. ALLURED, *editor*

Charms Company have recently installed the first integrated unit in this country for forming and wrapping hard candy.

The line, called Plaswrap by the maker Forgrove Machinery Company, consists of a horizontal batch roller and feeder, a die machine, and a hard candy twist wrapper. Three sets of sizing rollers are mounted on and controlled by the die machine. The die itself is a large rotary type.

The key to the synchronous action of the die machine and the wrapper is a chain that connects the two machines. Each piece of candy, as it falls from the die opening, enters a pocket in this chain and is carried along a cooling track to the wrap machine. The wrapper picks each individual piece of candy from its pocket in this chain for wrapping.

The die machine and wrapper are controlled from a single power source, and are therefore always in synchronization.

The advantage of this unit is its high speed and automatic operation, as an operator is not required to attend the machine continuously. However, it is limited in the fact that each machine is built for a single size and shape of hard candy, and it is a comparatively costly and time consuming operation to change to a different size and shape of candy. Ordinarily this change is not made, and the machine is installed with the idea that it will make only a single size and shape of candy, though of course the colors, stripes, and other designs in the candy can be changed at will.

One Machine



to
fill
them
all!



Triangle Elec-Tri-Pak net weigher and filler is the most versatile machine you can buy—

Some candy manufacturers handle as many as 50 to 60 different products with a single Triangle Elec-Tri-Pak one-operator machine. Weights and packages are different, too.

They get high accuracy, speeds from 12 to 30 packages per minute and low labor cost. The machine investment is moderate.

Here is a combination of advantages not available anywhere else! This may be the cost-cutting answer to many of your packaging jobs. Write today for FREE Bulletin describing Elec-Tri-Pak weighers.

TRIANGLE PACKAGE MACHINERY CO.

6639 West Diversey Avenue
Chicago 35, Illinois

a NEW packaging show

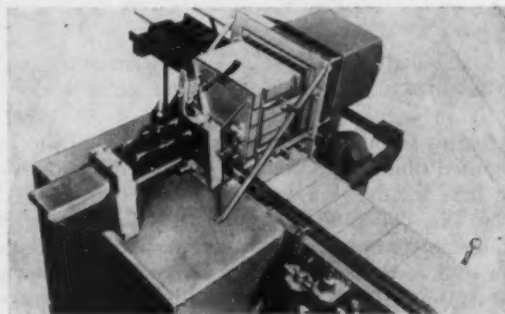
Billed as a specialized exposition limited to packaging machinery and materials, the first show sponsored by the Packaging Machinery Manufacturers' Institute opens September 11, at the Public Auditorium in Cleveland, Ohio. More than 130 exhibitors will show scores of new machines and new applications, attachments and processes.

Some of the most interesting items to be on display are described below.

Selectrol checkweighing machine

This machine automatically and continuously checkweighs filled packages to an accuracy of 0.2 of 1% of the weight of the package, and separates into channels the overweights, correct weights and underweights. Speeds to 100 weighings per minute are available.

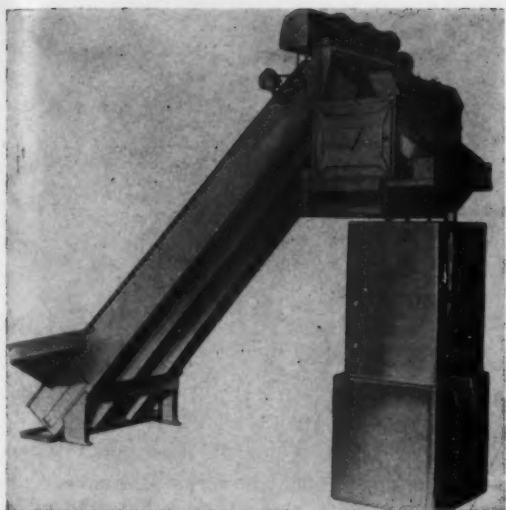
The Exact Weight Scale Company Booth 650



Package casing machine

A new low-cost package casing machine has been developed that requires only one unskilled operator to feed cases. It handles packages gently and is fully flexible to permit changes of loading patterns.

Stokes & Smith Company Booths 201-202



Automatic bag packaging machine

This is an automatic machine that forms, fills and seals pillow type packages from roll stock. It can be fitted with various types of feeding equipment.

Triangle Package Machinery Co. Booth 429

Counter and checkweighing scale

A center tower over-and-under type scale has a capacity of three pounds and weighs to $\frac{1}{8}$ ounce accuracy. Various types of commodity holders are available.

The Exact Weight Scale Company Booth 650

Automatic net weigher

This net weighing unit can be set up into a wide variety of systems for packaging or batching of materials. It features two rates of speed, each fully adjustable to provide bulk and dribble feeds, and has a fast weigh hopper discharge. The machine can be set to operate fully automatically, or either the fill or dump or both can be button operated.

The Exact Weight Scale Company Booth 650



Accumulator and bundler

This machine will accumulate the desired number of individual cartons into a bundle, and overwrap and seal the bundle for casing.

Hayssen Manufacturing Company Booth 215

For Maximum *Attractiveness* Use SWEETONE Flossine



Flossine is the candy mat supreme . . . pure white . . . bulky . . . sure to enhance the interior appearance of your candy package. Embossing, cutting and die cutting to your requirements.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

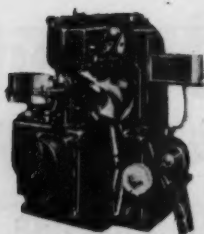
Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

George H. Sweetnam, Inc.

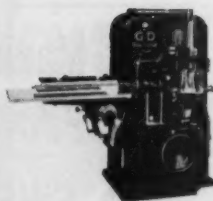
282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.



2350 — Hi-speed twist wraps for pre-formed candy.



2160 — Hi-speed wraps for bars, ice cream, etc.

Send us a sample of your product. Let us apply our modern packaging techniques at no cost or obligation.

SUPERMATIC

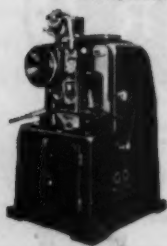
has a permanent exhibit of the finest automatic-speed packaging machinery, ever!

Drop in at any time; or send for our new catalog.

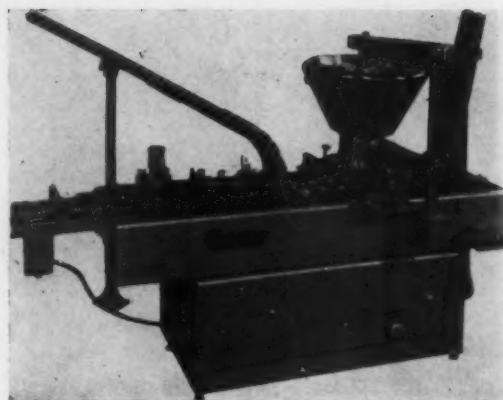
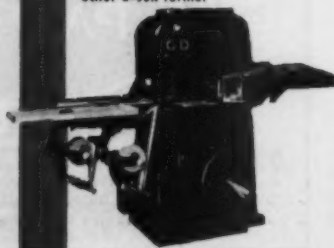
SUPERMATIC PACKAGING CORP.

132 Pacific Street, Newark 5, N. J.

2100 — Wraps and embosses foils, etc. at hi-speeds.



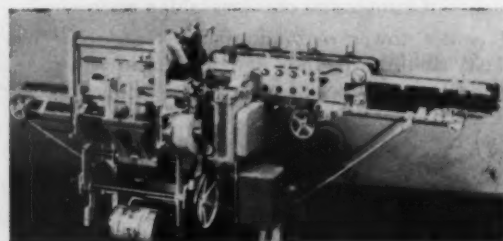
4000 — Hi-speed wraps for soaps, other block forms.



Cracker sandwich making and packaging machine

A fully automatic machine feeds base cakes to conveyors, applies filling and positions top cake to complete the sandwich. Speeds up to 1400 sandwiches per minute are expected from this machine, delivered on twin conveyors, stacked in rows or counted and grouped for packaging. A packaging machine will operate in conjunction with this sandwiching machine, which will fill them into bags and apply header labels and seal.

Peters Machinery Company Booth 211-218



Overwrapping machines

Three types of overwrapping machines will be displayed that will operate on all types of packages using all types of heat sealable films and papers. One unusual machine will be able to wrap a package on edge, or on its narrow panel, leaving the two faces free of seals.

Battle Creek Packaging Machines, Inc. Booth 116

Flexible packaging machine

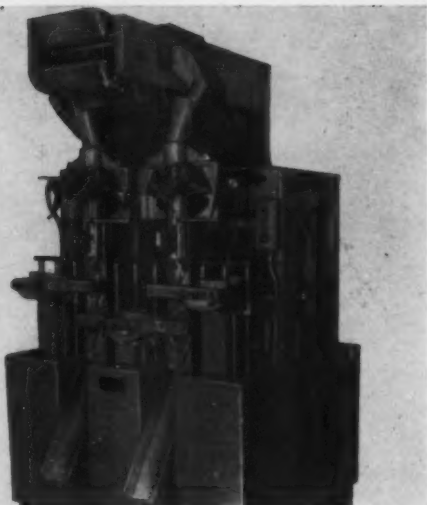
This machine will make pouch type packages, using heat sealable material with a fin seal. Speeds are up to 100 per minute, and will handle individual items without the necessity of layer boards or stiffeners.

Battle Creek Packaging Machines, Inc. Booth 116

Polyethylene bagmaker

This is a small and simple machine for the manufacture of flat or gusset bags from polyethylene tubing. It is an intermittent action machine with a wide range of bag sizes available. It will seal a total thickness of 12 mils, either 6 mil flat tubing or 3 mil gusseted.

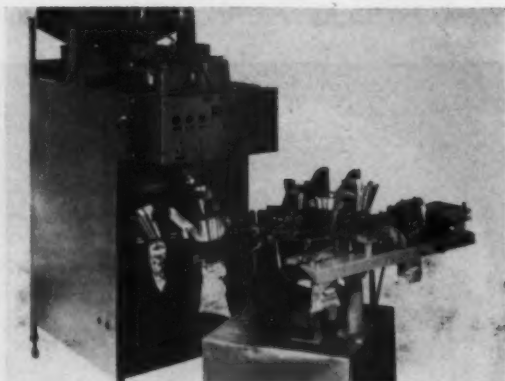
Conopac Corporation Booth 602



Automatic packaging machine

This machine forms, fills and seals pillow type packages from roll stock in continuous operation. It is fully adjustable to package size and can be fed by volume or weight. All heat sealable materials can be used on this machine.

Lynch Corporation Booth 314



Automatic bag weighing, filling and sealing machine

This machine, with dual scales, automatically weighs out the product, bags are picked up from a stack and after being filled are conveyed into a sealing machine.

The Woodman Company Inc. Booth 403

Rotary sealing machines

Both cellophane and polyethylene rotary sealing machines will be on display. They feature fully controlled heat, pressure and time, with smooth, continuous, non-intermittent operation. A carrier belt on the polyethylene sealer carries the weight so that the film is sealed in a relaxed state.

Amsco Packaging Machinery, Inc. Booths 201-202



CANDY TREATS

taste fresher
SELL FASTER

when packaged on the Automatic
CAMPBELL
wrapper...

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards—unless desired
- Uses all types of wrap materials
- Heat, glue or crimp seals
- Wraps products of most any shape
- Save labor with 1 person operation



Wraps Americas Leading Candies



Write for brochure.

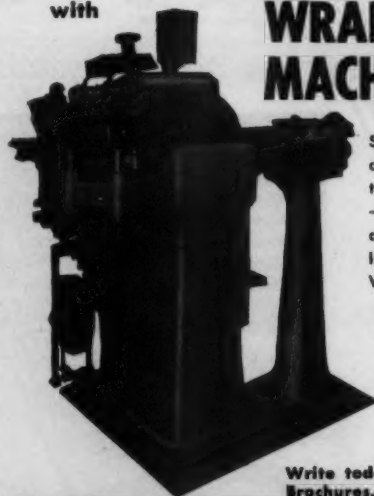
New York office
55 West 42nd St.

Campbell
WRAPPER

Manufacturers of Automatic Sealing Presses, Rollers, Conveyors, Weighers, Bagmakers, Sifters, Shakers, All kinds of Packing Machines, Crepe and Tissue Conveyors, etc.

Speed Makes The Difference! 450 CARAMELS CUT and WRAPPED EVERY MINUTE

with



IDEAL HI-SPEED WRAPPING MACHINE

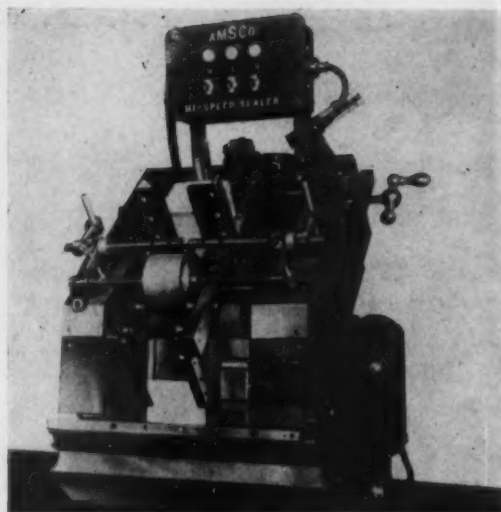
Speed that's always dependable — Safety that can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN, NEW YORK U.S.A.

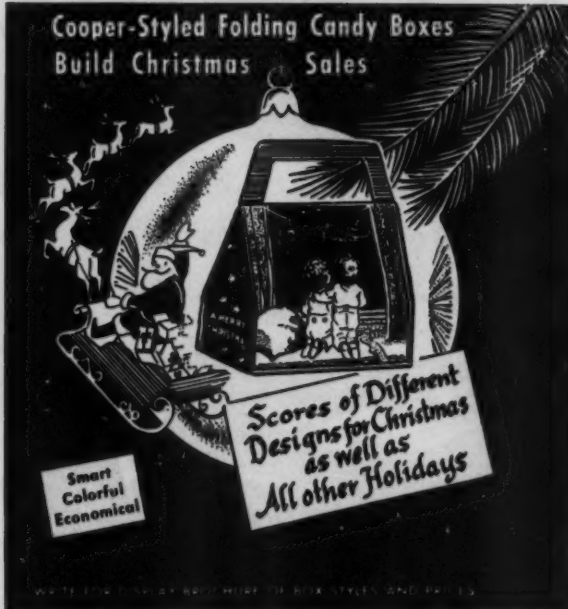


Automatic jaw bag sealer labeler

This unit feeds individual labels to the sealing mechanism and applies them to the bags as they are placed into the jaws for sealing. In one operation the machine seals and header labels; and if required, imprints, punches and code dates the bag automatically.

Amsco Packaging Machinery, Inc. Booths 201-202

Cooper-Styled Folding Candy Boxes Build Christmas Sales



Smart
Colorful
Economical

Scores of Different
Designs for Christmas
as well as
All other Holidays

COOPER PAPER BOX BUFFALO 4, N. Y.

CORP. DEPT.

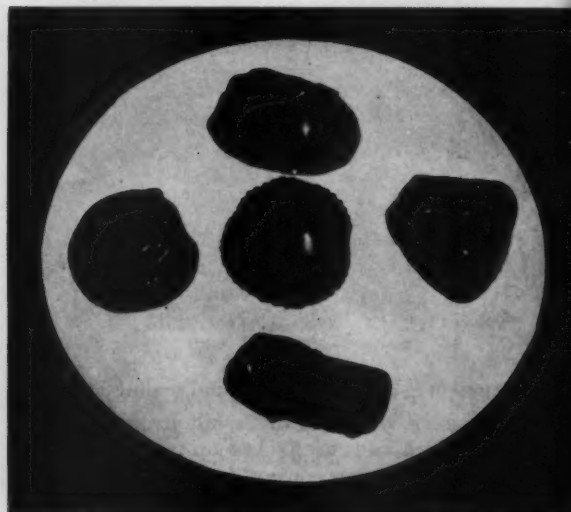
Cooper Paper Box Corporation, Dept. M
Buffalo 4, New York.

Please send us Display Brochure of Cooper-styled Boxes with prices.

Our firm name

Street

City Zone State



HERE IT IS—ARTIFICIAL CANDY FOR

- your salesman's sample case
- your window displays

Artificial chocolate candy for your salesman's sample case. No spoilage from weather or crushing.

Artificial chocolate candy for your window display. Economical. It pays for itself in one month's time, no waste, always in fine appearance. There is no need for window sun protectors as artificial candy is not affected with the sun and heat. No color fading.

Artificial chocolate candy is made from your candy sample, true to color and appearance. Write today for your sample.

C. G. Girolami & Company

944 N. Spaulding Avenue

Chicago 24, Illinois

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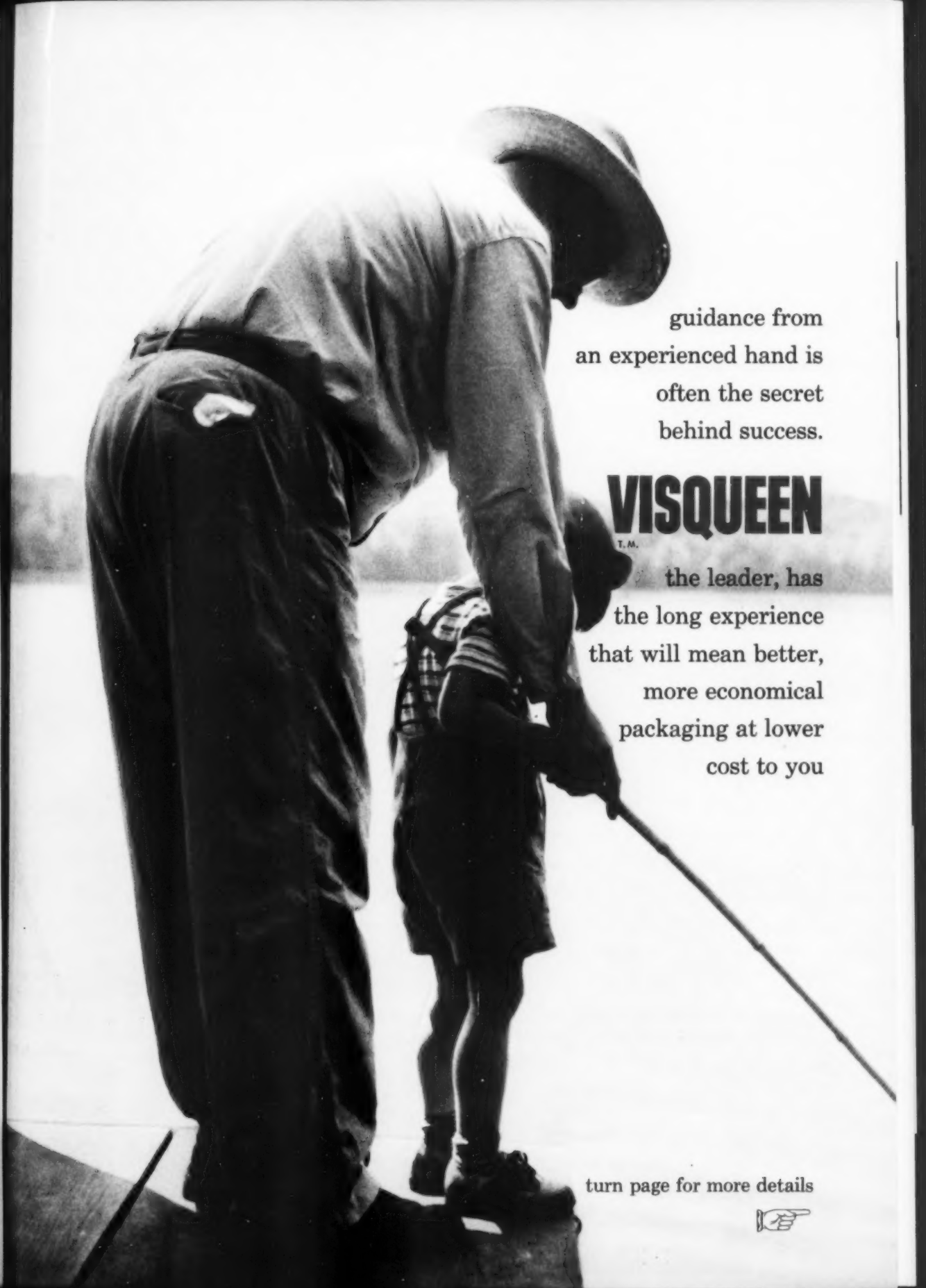
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guidance from
an experienced hand is
often the secret
behind success.

VISQUEEN

T.M.

the leader, has
the long experience
that will mean better,
more economical
packaging at lower
cost to you

turn page for more details





Concord sales manager **Oscar Cohen** says:

No trick to keep candy fresh longer these days! Not since we switched to bags made of VISQUEEN film. We like them because they've reduced our packaging costs . . . yet offer a better package. Retailers hail the new bags, too. Clear and attractive, customers can see what they're buying . . . buy on impulse. Bags are made, filled and closed in one operation on our own automatic machine.



exclusive advantages you get only with **VISQUEEN**® film

NATIONAL SALES FORCE of trained technical representatives to assist you.

PACKAGE ENGINEERING EXPERTS to help you with polyethylene packaging problems.

MODERN LABORATORY FACILITIES to test any polyethylene film for your protection.

NATIONAL ADVERTISING PROGRAM to promote the use of polyethylene only.

LARGEST SELECTION of specially developed, superior quality polyethylene films.

THREE LARGE PLANTS producing only polyethylene film to serve you better.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN.
Only VISQUEEN has the benefit of research and resources of The VISKING Corporation.



THE VISKING CORPORATION

World's largest producers of polyethylene sheeting and tubing

Plastics Division, Terre Haute, Ind.

IN CANADA: VISKING LTD., LINDSAY, ONTARIO • IN ENGLAND: BRITISH VISQUEEN LTD., STEVENAGE

Automatic bag packaging machine

This machine forms, fills and seals bags with an accurate quantity of product. An elevator lift is available with the machine that is controlled by the machine to give an even flow of material to the weigh hoppers.

Hayssen Manufacturing Company Booth 215

Food packages

A wide variety of packages will be displayed on "self-service" shelves. Shoppers, in motion, will show the comparatively few seconds expended to make a selection.

Milprint Inc. Booth 550

Special candy packaging papers

Papers on display will include overwraps, liner stock, bubble gum wraps and releasing papers used in packaging items that might be sticky. Also on display will be silicone treated dipping and plaque sheets.

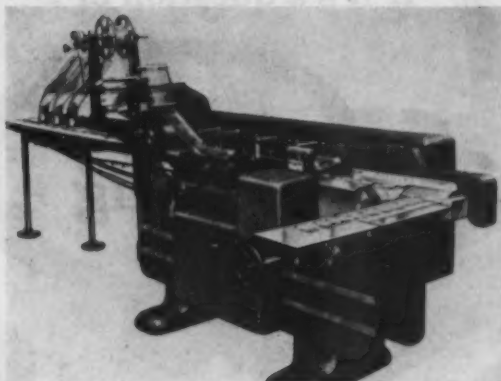
The K V P Company Booth 651

Candy packaging materials

Items on exhibit will include wrappers of waxed glassine, polyethylene, wax modified sulfites, cellophane and acetate; bags of waxed glassine, glassine, cellophane, polyethylene, foil, pliofilm and various

laminates; printed by Letterpress, Flexographic, and Rotogravure.

Dixie Wax Paper Company Booth 751



Automatic packaging machine

This machine makes a wide range of packages from flexible roll stock of either a bag or wrapper type. Trays or stiffeners are not required, but may be used. The end seals may be flared or straight folded or diamond folded against the product. A great variety of feeds and deliveries are available for multiple packaging.

Hudson Sharp Machine Company Booth 109

WE HAVE THE ANSWER TO YOUR EVERY PACKAGING PROBLEM



COMPAK means COMPLETE PACKAGING

- "COMPAK" forms pillow style or four-side seal packages from roll stock, precision measures and fills the package, hermetically, seals it with straight cutoff and perfect design register, with each single cycle. Net Weight Scale, Auger or Volumetric Feed.

New Hayssen NET WEIGHT SCALES with exclusive Triple Vibrator Feed!

- Automatic, Accurate, Efficient, Economical. All parts in contact with product of stainless steel or aluminum. Available in 2, 3, 4, 5 or 6 head units. Fill bags, boxes, jars, cartons. Clear view checking indicators.

Let our experienced packaging engineers help you with your packaging problems. WRITE US TODAY!

HAYSSEN

ELEVATOR CONVEYOR

- Sturdy, dependable. Either side or bottom discharge. High impact seamless buckets.



New Hayssen CARTON and BOX WRAPPER is Versatile, Economical, Efficient, Fast!

- Any size, any shape, straight side or over-edge box neatly, tightly, sales-appealingly wrapped in paper, film or foil. Perfect electric eye registration of printed design.

Hayssen also builds the best Accumulating and Bundling machines to gather your packages into more easily handled multiple units.

HAYSSSEN MANUFACTURING COMPANY
SHEBOYGAN, WISCONSIN
first in Automatic Packaging Since 1910

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If it's a question of

**flavor
sealing**

BATTLE CREEK

has the answer

Illustrated is a Battle Creek Model 51, precision engineered to handle packages at speeds up to 180 per minute.

Much of the effort of selecting the proper protective papers and attractive design of the package can be wasted through improper packaging. At Battle Creek, we have spent 44 years working on protective packaging, giving careful attention to every detail. This meticulous detailing, design and precision engineering all combine to give you flavor sealed packages at lower cost.

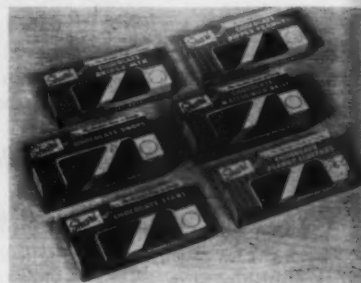
LET US WRAP YOUR PRODUCT. Send us samples of your products (or if they are perishable, describe the packages and sizes) and tell us the kind of overwrapping you require. We will either wrap and return them promptly with our recommendations, or give you our best suggestions in answer to your inquiry. If you have specific questions, we would welcome a letter from you.

"Continuous Flow" Packaging"

BATTLE CREEK
packaging machines, inc.

110 TWELFTH STREET, BATTLE CREEK, MICHIGAN

New Packages



Shari Candies of Mankato, Minnesota, have a new group of window cartons for their chocolate candies. The cartons have a greaseproof chocolate colored liner, laminated to the inside of the box.



Wilbur-Suchard Chocolate Co. has a new design for their line of consumer packages. A new shaped carton is used, along with a new bright red and green printed cellophane overwrap. The entire line of packages, bars and penny tabs will soon be changed over to this design.

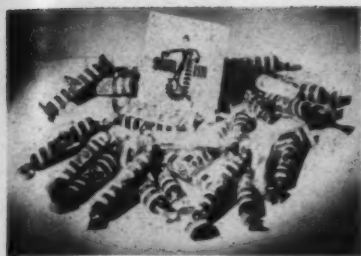
RIBBONS

BOWS and ROSETTES
for your CANDIES

Satin—Chiffon—Tinsel
Ribbons—Raven Ribbonzene

R. C. TAFT CO.

25-27 SOUTH WACKER DRIVE
CHICAGO 6, ILLINOIS



Slim Jim is the cartoon trademark used by Phoenix Candy Company on their twist wrap candy. Flavors identified with different colored twist wraps include chocolate, licorice and toffee.

Wrappers by Nashua.



Dunhills Candies are packed in a new display carton. Two items are packed in each display carton with the top row visible when open and the bottom row identified through a die cut window in the front of the carton. The carton is printed in one color, a brilliant red.

Carton by Robert Gair.

**CODE DATE your
CANDY BAR WRAPPERS
on your wrapping machine!**

**PRINT your CARTONS
and SHIPPING CASES
RIGHT ON
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Advantages of RHINELANDER PAPER



FOR CANDY PACKAGING

Rhineland Glassine and Greaseproof are versatile papers combining functional properties with beauty. They offer many advantages to the candy maker. Among these are:

1 Greaseproof protection for clean, sanitary packaging. G & G papers resist oil and shortening; prevent staining; retard rancidity.

2 Appearance—few packaging materials can match the smooth, glossy rich look of Glassine. Opaque or transparent grades available in striking colors for added sales appeal.

3 Ease of handling—G & G work smoothly on high speed automatic and semi-automatic packaging machinery.

4 Ease of printing—unusually beautiful results are obtained when printing on G & G papers. Their hard, dense, uniform surface takes a perfect ink-lay.

5 Resistance to moisture—glassine is easily waxed, waxed laminated or coated to keep moisture in or out, a requirement for quality candy bars.

6 Reasonable cost—in cost relative to performance, no packaging material can approach Rhinelander glassine and greaseproof.

RHINELANDER

Rhineland Paper Company
Subsidiary of St. Regis Paper Company



PAPER

Rhineland, Wis.

*Polyethylene bags
are used...*

**“because of their
‘keeping quality’”**



Polyethylene packaging for The Cracker Jack Co., supplied by **Milprint, Inc.**, Milwaukee, Wisc., and **Dobackmun Co.**, Cleveland, Ohio.

*It pays to package
in film made of...*

As related by The Cracker Jack Co., Chicago, Ill.:

“The fact that there is no moisture loss to speak of (in film made of **BAKELITE** Brand Polyethylene) is an important factor in keeping marshmallows fresh. Also, the bags are strong and keep intact, reducing breakage losses. And the product can be seen clearly . . . keeping top appeal, especially for colored and flavored marshmallows.”

Want more case histories on how to profit with film made of **BAKELITE** Polyethylene? See your packaging supplier, or write Dept. MQ-99 for our “Processed Foods” booklet.



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.
The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of UCC

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Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Summer Candies and Packages

Code 7M6

Assorted Summer Candies

1 lb.—\$1.35

(Purchased in a department store, Boston, Mass.)

Appearance of Package: Good

Box: One layer type, white glazed paper top printed in green and gold. Imprint of bow printed in green and gold. Cellulose wrapper. Mother's Day Band.

Appearance of Box on Opening: Good

Number of Pieces:

Confectioners Coated, Green & Yellow:

14

Pecan Roll Slices: 2

Foiled: 3

Pecans & Jellies: 2

Caramels: 5

Gums Crystalized: 4

Confectioners Coated Pieces:

Nut Crunch: Good

Nut Nougat: Good

Vanilla Fudge: Good

Chocolate Cream: Good

Vanilla Coconut Paste: Good

Assorted Gums with Centers: Good

Cellulose Wrapped Pecan Fudge Slices:

Good

Cellulose Wrapped Caramels: Good

Cellulose Wrapped Jelly & Pecans: Good

Gold Foiled Wrapped Chocolate Nut

Fudge: Good

Assortment: Good

Remarks: One of the best summer assortments we have examined this year.

Code 7A6

Assorted Summer Candies

14 ozs.—\$1.39

(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good

Box: Oblong shape, pink paper top, name printed in red. Cellulose wrapper.

Appearance of Box on Opening: Good

Assorted Coconut Paste Pieces:

Colors: Good

Texture: Hard and dry

Flavor: Fair

Assorted Crystalized Gums:

Colors: Good

Texture: Good

Flavors: Good

Sugared Coating:

Nougat: Good

Marshmallow: Good

Fig Paste: Good

Chocolate Fudge Caramel: Good

Crystalized Creams: Good

Assorted Light Chocolate Coated Pieces: Good

Cellulose Wrapped Caramels: Good

Vanilla Caramel & Coconut, Three Layers: Good

Cellulose Wrapped Nougat: Good

Assortment: Fair

Remarks: Suggest coconut pieces be checked as they were not good eating. Highly priced at \$1.39 for 14 ozs. We have examined far better summer candies at one and one dollar and a quarter for a pound.

Code 7H6

Assorted Confectioners

Coated Candies

¾ lb.—\$1.00

(Purchased in a department store, Boston, Mass.)

Appearance of Package: Good

Box: Yellow colored paper top, imprint of figures in colors. Pink paper wrapper name in silver, overall printed. Gold seals on ends.

Appearance of Box on Opening: Good

Number of Pieces: 46

Foiled: 1

Coating: Pink, white and green

Centers:

Glace Cherry: Good

Pineapple: Good

Cordial Pineapple: Good

Molasses Plantation: Good

Fig Paste: Good

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages



SPECIAL DELIVERY

Special delivery of PENFORD CRYSTAL CORN SYRUP means on-time deliveries of whatever grade suits your requirements. It also means that whether you order PENFORD CRYSTAL CORN SYRUP in tank cars, tank trucks or 55-gallon non-returnable drums, you can always be assured of a uniformly high quality syrup. One of the important reasons for this is that every stage in the manufacturing process is on a laboratory-controlled basis . . . no fluctuation in purity.

Furthermore, these facts hold true for all of PENICK & FORD'S products — DOUGLAS CONFECTIONERS' MOULDING STARCH, DOUGLAS CONFECTIONERS' THIN BOILING STARCH.

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Almond Top Coconut Cream: Good
 Coconut Paste & Vanilla Caramel: Good
 Butterscotch: Good
 Orange Jelly: Good
 Buttercrunch: Good
 Toasted Coconut Paste: Good
 Pink Marshmallow: Fair
 Vanilla Caramel: Good
 Raspberry Cream: Good
 Cashews: Good
 Glace Pineapple: Good
 Raspberry Jelly: Good
 Almonds: Good
 Maple Cream: Good
 Sponge Chips: Good
 Foiled Kernel Paste: Good

Assortment: Very good

Remarks: The best assortment of this kind we have examined this year. Very neatly packed and centers were of good quality.

Code 7B6
Summer Candies
1 lb.—\$1.25

(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good

Box: Oblong shape, white and blue paper top, name and flowers embossed in colors. Cellulose wrapper.

Appearance of Box on Opening: Very good

Fruit Slices:

Colors: Good

Texture: Good

Flavors: Good

Sugar Coating in Colors—Bon Bons:

Colors: Good

Strings: Good

Centers: Very good

Texture: Good

Flavor: Good

Assorted Gum Patties:

Colors: Good

Sugaring: Good

Texture: Good

Flavors: Good

Cellulose Wrapped Nut Nougats:

Colors: Good

Texture: Good

Flavors: Good

Crystalized Cream Rings:

Colors: Good

Crystal: Good

Texture: Good

Flavors: Good

Cellulose Wrapped Nut Caramels:

Vanilla: Good

Chocolate: Good

Assortment: Good

Remarks: The best box of this type of summer candies we have examined this year. Very well packed. Neat and attractive box.

Code 7C6
Assorted Summer Candies
1 lb.—\$1.50

(Purchased in a department store, Phila., Pa.)

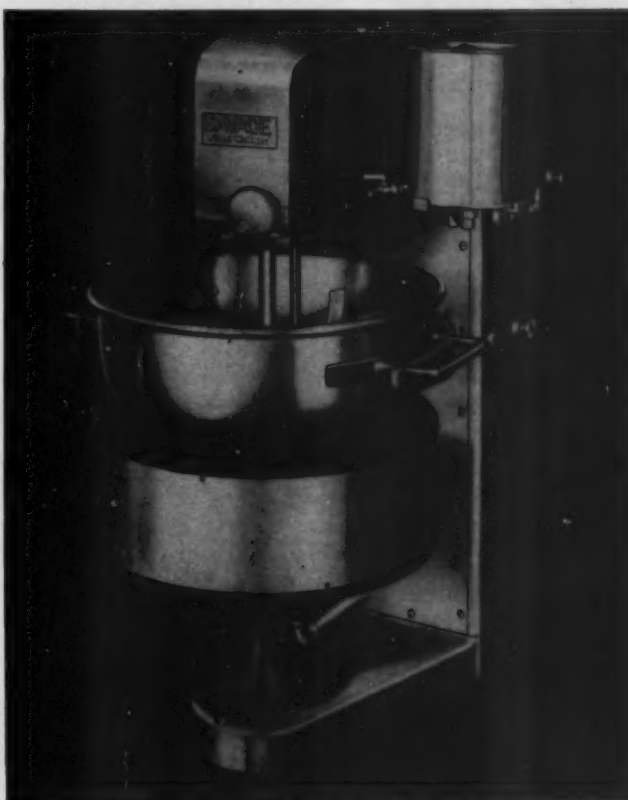
Appearance of Package: Good

Container: Oblong box, pink glazed paper top printed in black. Imprint of house in black. Cellulose wrapper.

SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control—Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

Automatic Temperature Control

Variable Speed from 30 to 60 RPM

Break-back within floor space 32" x 48"

Aluminum Base and Body Castings

Atmospheric Gas Furnace with Stainless shell

Removable Agitator, single or double action

Stainless Cream Can and Stainless Drip Pan

Copper Kettle 24" diameter 12½" deep or 16" deep

You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

Your inquiry invited

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For proof by a demonstration right in your own plant, write to: **Refinery Sales Department, Armour and Company, Chicago 9, Illinois.**

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Appearance of Box on Opening: Bad. See remarks.

Fruit Slices:

Colors: Good
Texture: Good
Flavor: Poor

Sugar Coated Bon Bons:

Colors: Good
Centers:
Colors: Good
Texture: Good
Flavors: Fair

Sugared Gum Squares:

Colors: Good
Texture: Good
Flavors: Poor

Chocolate Caramel: Good
Chocolate Nut Caramel: Good
Vanilla Nut Caramel: Good
Vanilla Nut Fudge: Good
Chocolate Nut Fudge: Good
Assortment: Good

Remarks: Suggest that flavors be checked up as they are not up to standard. Very poor appearance when box was opened. Suggest a number of dividers be used to keep pieces in place. Very highly priced for this type of confection.

Code 7D6

Raisin Clusters—Sugar Coating White

6½ ozs.—80¢

(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good

Container: Square tray, pink foil covered. Gold seal on top printed in black. Acetate top. Tied with gold cord corner to corner.

Number of Pieces: 25

Coating: Good for this type of coating
Raisins: Good

Remarks: A good eating raisin cluster but highly priced at 80¢ for 6½ ozs.

Code 7F6

Assorted Jellies & Gums

14 ozs.—80¢

(Purchased in a department store, Phila., Pa.)

Appearance of Package: Good

Container: Red paper tray, extension edge, acetate top. Printed in gold. Printed gold ribbon corner to corner.

Assorted Jelly Rings:

Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good

Gum Patties:

Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good

Marshmallow & Jellies: Three layers, marshmallow in center

Colors: Good
Sugaring: Good
Texture: Good
Flavors: Good

Assortment: Good

Remarks: The best jellies of this type we have examined this year. Well made and good eating. Neat and attractive package.

Code 7G6

Assorted Summer Candies

1 lb.—No Price Stated

(No information on purchase)

Appearance of Package: Good

Box: One layer type, white glazed paper top, name in center panel printed in brown. White paper wrapper.

Appearance of Box on Opening: Fair

Assorted Pastel Coated Bon Bons: Good

Crystalized Creams: Good

Crystalized Fruit & Licorice Flavored

Gum Slices: Good

Gum Strings: Good

Gum Patties: Good

Chocolate Fudge: Good

Jordan Almonds: Good

Butter Crunch: Good

Crystalizing: Good

Flavors: Good

Texture of Gums, Jellies, Creams & Bon Bons: Good

Assortment: Good

Remarks: Very well made candies and of good quality. Suggest butter crunch be wrapped in wax paper as the nut pieces were all over the box and spoiled the appearance. A green or red paper cup would look better than a brown cup on this type of candy.

Quality is always remembered...

WILBUR-SUCHARD CHOCOLATE CO., INC., LITITZ, PA.

Code 7J6
Butter Mints
8 ozs.—39¢

(Purchased in a department store,
New York City)

Appearance of Package: Good for this
type of confection

Container: Laminated cellulose bag printed
in yellow, white and red. Small
clear cellulose window on top.

Mints:

Color: Good

Texture: Good, slightly dry

Flavor: Fair

Remarks: Suggest formula be checked
as mints were not soft enough. Suggest
again as much flavor be used as
the flavor was very weak.

Code 7E6
Assorted Crystallized Cream
Wafers
11 ozs.—89¢

(Purchased in a department store,
Phila., Pa.)

Appearance of Package: Good

Container: Green tray, extension edge.
Acetate top. Tied with green grass
ribbon, gold seal printed in green.

Wafers:

Colors: Good

Crystallizing: Good

Texture: Good

Flavors: Good

Remarks: A very good cream wafer but
highly priced at 89¢ for 11 ozs. of this
type of confection.

Code 7L6
Cranberry Turkish Paste
1 lb.—89¢

(Purchased in a department store,
Boston, Mass.)

Appearance of Package: Good

Box: One layer type, white paper top
printed in green and red. Imprint of
map of Cape Cod in red. Cellulose
wrapper.

Paste:

Color: Good

Texture: Good

Flavor: Very weak

Remarks: A well made Turkish paste.
Suggest again as much Cranberry flavor
be used as we could hardly taste
the Cranberry.

Code 7N6
Molasses Hard Candy Drops
12 ozs.—49¢

(Purchased in a department store,
Boston, Mass.)

Appearance of Package: Good

Container: Tray, oblong shape, cellulose
wrapper. White paper clip on one
end printed in black and red. Imprint
of sailing ship in black.

Drops:

Color: Good

Gloss: None

Texture: Good

Flavor: Peppermint: good

Remarks: The best molasses peppermint
drops we have examined this year.

Code 7K6
Assorted Confectioners Coated
Candies
11 ozs.—\$1.39

(Purchased in a department store,
New York City)

Appearance of Package: Fair

Box: One layer type, cream colored
glazed paper top printed in gold. Cellulose
band.

Appearance of Box on Opening: Fair;
9 broken pieces

Coating: White:

Color: Good

Gloss: Poor

Strings: Poor

Taste: Fair

Number of Pieces: 40

Sprill Tops: 3

Pieces with Chopped Nuts: 3

Foiled: 2

Centers:

Fruit Center: Good

Coffee Caramel: Good

Marshmallow: Could not identify flavor

Fruit Nougat: Good

Almonds: Good

Filbert Cluster: Good

Mint Jelly: Good

Brazils: Good

Orange Colored Marshmallow: Could
not taste any flavor

Nut Crunch: Good

Mint Marshmallow: Good

Nut Chocolate Paste: Good

Green Cherries: Good

Foiled Sprill Chocolate Paste: Good

Assortment: Small

Remarks: Suggest box be wrapped in
cellulose as there were a number of
finger marks on top, also some dust
spots. Very highly priced at \$1.39 for
11 ozs.

SUGAR
& NYLONS

Don't look now, but soon
womenfolk will be wearing
sugar-stockings. Although
still in the testing stage,
researchers have perfected
a compound made of sugar,
ammonia and hydrogen. When
combined with still another
compound, these "diamines"
make a stronger, less expensive
fiber than nylon. Several
companies, we are told, are
ready to produce sugar-stockings,
once these lab tests are completed.

We like the idea! You
see, we're proud to be
part of an industry which
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that takes the initiative
in developing better
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the manufacturing retailer

Community relations at Loft's Candy Garden

by STANLEY E. ALLURED, editor



Two visitors to the art exhibition are preparing entries for submission to the show.

Loft's new Candy Garden in Union, New Jersey, has instituted a program of cooperation with its community that has made the residents of that area very much aware of the candy shop.

The extensive grounds of the candy garden have been put at the disposal of the Recreation Department of the Township of Union. The result has been a number of community meetings and activities throughout the summer months that have brought thousands to Loft's for the first time. Some of these activities have been major productions, such as the Children's United World Foundation Art exhibit. This is a traveling exhibit that is made up of paintings of



The Children's Art Exhibition is shown on display at Loft's Candy Garden. The extensive well-kept grounds around this road-side candy shop make an excellent area for many kinds of community activities for which the Candy Garden is host.



An entry to the art exhibition is seriously tendered by a young visitor, and just as seriously accepted by two of Loft's staff. Loft's supplied drawing materials to all young visitors who cared to submit pictures to the exposition.

children from over one hundred countries, and is intended to bring understanding among children and adults of the peoples of other countries. Loft's opened their grounds to this exhibit of over 700 pictures for one week.

A large number of children's groups attended, both from schools and scouts. Hundreds of other children as well as adults also visited the show.

Another activity held in the garden this summer was the Eastern State Callers Jamboree which drew a large number of square dance enthusiasts. It was jointly sponsored by the Recreation Department of Union and the American Square Magazine.

Other activities held there include a harmonica concert, a concert by the Brass Band of the Township, and a reception for the officials of the Township and their wives.

This tie-in between the candy shop and the surrounding community can only be advantageous for both, as it acquaints the leaders of the area and many residents with the shop, and the activities that draw family groups together benefit the community.

The key to this type of cooperation is an arrangement with an organized group that plans recreational activities for a community, and, of course, rather extensive well kept grounds to provide accommodations for various types of programs. This type of program would seem to be made-to-order for a suburban candy shop, and should go far toward introducing a new candy shop to its community, to the benefit of both.

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Color is the first overture your product makes to a prospect. Is that color as *inviting* as it could be? Does your color help make as many sales as it should? Stange color technicians can *create* the color you desire . . . and produce it with scientific precision each time you reorder. The Wm. J. Stange Co. Laboratories and Technical Staff will gladly assist you in capitalizing on all the stimulation that *color* can bring to your products. Consult your Stange representative or write.



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READING: a business man's tool

CHAPTER SEVEN *How to Preview a Selection*

by NILA BANTON SMITH

Before you buy a car you shop. You look over the various makes and "size up" their appearance, special features, colors, promise of good performance, price, etc. Similarly should you "shop" an article before you "buy" it to read. A book, chapter or article has certain characteristics just as a car or a suit or a shirt, which you may note in shopping before you read. If you will study these characteristics they will afford you very valuable pre-reading insights.

In some cases the preview will provide you with all of the information that you desire and you won't find it necessary to read the selection at all. In other cases the preview will "whet your appetite," increase your interest and strengthen your personal motive for reading.

Some techniques to use in making a preview will be discussed in this chapter. The first step to take always is to study the title. It tells you concisely what the selection is about. It gives you a quick cue as to the topic of discussion. It may be a deciding factor in determining whether or not you want to read the selection. If you decide that you do want to read it, then you have advance information in regard to the subject discussed and can read in terms of the promise that the title holds out to you.

Next, glance through the article to see if sub-headings are used. If so, you will find that a quick survey of these sub-headings will be very valuable to you. You should consider each one for the information which it actually gives or which it implies. These sub-headings are the major topics in the author's outline.

If any visual aids are furnished, next turn your attention to them, and study these visual aids for their meaning significance. Often graphs and charts are provided. If so, study these carefully before you read the article. They will give you a quick grasp of relationships and proportions amongst data which will be discussed in the text.

As a fourth step, ask yourself what the author's purpose was in writing this article. This question in turn will lead you into an identification of the pattern of writing.

Next examine the length of the paragraphs. Turn the pages quickly and find out if most of the paragraphs are short, medium or long. Remember, each paragraph is a thought unit. One idea is developed in each one of them. If there are many short paragraphs this is a fairly reliable indication that the article is heavy with detailed ideas. On the other

hand, if the paragraphs are long then the text is "coarse," in other words the number of different ideas which are developed will not be numerous.

Finally, after you have done all of the things suggested above, make an estimate of how long it will take you to read the article. Count the words in a few lines to find the average number of words per line. Then multiply this number by the number of lines in the article. Once you have estimated the total number of words in the article, decide how long it should take you to read it. Don't be easy with yourself. Set as short a time limit as you think you can possibly meet. Then live up to it!

Practice exercise

A selection is presented below for your use in applying the techniques which were discussed above. **This article is not accompanied with a picture, map or graph, so studying visual aids is one technique which you will not be able to apply in this case.** All of the others, however, you should use.

Follow these instructions specifically:

1. Study the title.
2. Extract all of the information you can from the sub-headings.
3. Decide upon the author's pattern of writing.
4. Note the length of the paragraphs.
5. Estimate the number of words and set a time limit for yourself. (Keep in mind the pattern of writing and the length of the paragraphs when estimating speed. Both of these factors are important to you in deciding which of your speeds you will use.)
6. Jot down your beginning time and read the selection. When you have finished note your ending time in the appropriate space.
7. Force your speed as fast as you can and still get detailed meanings. This article is of the technical type on which you need more practice at this time. Your comprehension of detailed facts will be checked following your reading of this selection.

Electrical Safety Afforded by Steel Conduits

Each year about 250,000 tons of rigid steel conduit is produced, on the average, to help protect buildings against electric service failures and fires. The conduit is a steel tube which has especially good bending properties. It is installed in buildings to provide passage-ways for the electric system.

NU-KREME

GRADE "A" OF ALL NOUGAT CREAMS

KREME-TEX

FOR RICHER TASTING CARAMELS
AND LONGER LASTING FUDGE

HONEYCOMB CHIPS

BEST FOR DIPPING

Flavor



Unsurpassed



Other Types Widely Used

In addition to rigid steel conduit and electrical metallic tubing, other types of steel raceways are made which also have wide application. They include flexible steel conduit and armored cable, surface metal raceways, underfloor raceways, cellular floor raceways and wireways.

Rigid steel conduit is widely used in commercial, residential, industrial and farm buildings. Its use is specified by the National Electrical Code in hazardous locations where explosive atmospheres exist.

Conduit installations are recognized by building officials, design engineers and insurance companies as the safest wiring method. The steel protects the wiring system from mechanical damage, such as cutting or crushing, during the building construction period. Properly installed, conduit seals the entire electrical system against the entrance of water, chemicals and explosive gases or dusts. Steel conduit also confines arcing and sparking that may occur as the result of short circuits or loose connections, and helps to dissipate heat due to overloading of the conduit, thus minimizing the fire hazard.

Rewiring Facilitated

Installations of rigid steel conduit provide flexibility of tenancy in a building by permitting replacement of existing wires with larger ones or the addition of more circuits as the increasing demands of the occupancy require. For example, a large skyscraper in New York was able to convert easily to the needs of

a tenant with many electronic business machines by running new wiring through the existing 2½ miles of conduit.

Rigid steel conduit is manufactured from special steel pipe by steel mills and by other fabricators. The tubing is first thoroughly cleansed. The ends are then threaded and chamfered. Finally, the tubing is given a zinc or enamel coating. Zinc coated conduit is given an additional coating of lacquer to provide a hard, smooth interior surface, which facilitates pulling in the wires.

Paper Once Used

The need for electrical conduit began 75 years ago with Edison's invention of the electric light. Early conduit was made of zinc, copper, brass, paper or combinations of those materials. About 1894, wrought iron gas pipe lined with paper was first used for the purpose because it was stronger and good threaded joints were possible. Shortly thereafter, insulated electrical wire eliminated the need for paper linings, and in 1897, enameled steel conduit came into use. About the turn of the century, zinc coated rigid steel conduit was put into service. In 1928, a lighter weight conduit, called electrical metallic tubing, was introduced which likewise found immediate acceptance. Over 60,000 miles of this latter product was also made in 1953.

EMT Has Advantages

Electrical metallic tubing, fabricated from steel strip, has applications similar to rigid steel conduit



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A THREE-WAY FAVORITE

SLICED ALMOND GOODIES



made with BLUE DIAMOND ALMONDS

Whether you offer these Sliced Almond Goodies "as is", or coat them with dark (or milk) chocolate, you'll find them a popular favorite, proving again what everyone knows, that almost everybody likes almond candies. Just as almost all candy makers like California's Blue Diamond almonds. These *quality almonds* are double sorted (by hand, and by photo-electric eye) . . . accurately size-graded . . . free from dust, bitters, or foreign particles, with controlled minimum moisture content. Write for samples of Blue Diamond Sliced (for Almond Goodies) and full information on current almond stocks and prices.

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Blue Diamond ALMONDS

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GROWERS EXCHANGE
Sacramento, Calif.



Sales Offices: 100 Hudson St., New York 13, and 549 W. Randolph St., Chicago 6

Here's your formula:

5 lbs. sugar
1 lb. corn syrup
 water to dissolve sugar
1½ lbs. dairy salted butter
¾ lb. hard coconut butter
1 oz. salt
1 tsp. baking soda
4 lbs. almonds, Blue Diamond
 sliced natural

Cook sugar, corn syrup and water to 240 degrees. Add dairy butter and hard coconut butter. Continue stirring with slow fire. Cook to 310 degrees. Turn off furnace. Add sliced almonds, salt and baking soda. Mix in thoroughly. Pour batch on oiled slab. Spread thin. Mark and cut to desired size or break roughly, and sell as is. This candy may be coated with chocolate or ground up and used in the manufacture of ice cream.

and is used in all types of buildings. It is also recognized by the National Electrical Code for use in hazardous locations where it is not subjected to severe mechanical injury or to extreme corrosive conditions.

The principal advantages of electrical metallic tubing—commonly referred to as EMT—are its light weight and consequent easy handling and bending. Joints and connections are made with threadless fittings.

Monthly production of EMT is now at the rate of 34,000,000 feet. In terms of an average one-inch size, that output would require about 130,000 tons of steel strip annually.

Other steel raceway and accessory products account for about 200,000 tons more steel per year.

"BUSH" Manufacturing Chemists

Since 1851 we have specialized in the distillation of Essential Oils and the manufacture of Flavoring Materials and Food Colors, and over this long period have established and maintained a world-wide reputation for Quality.

SOME OF OUR SPECIALTIES

IMITATION PINEAPPLE FLAVOR 4253

One of our outstanding specialties, imparting the character of the true fruit, a real fresh pineapple flavor.

IMITATION COCONUT FLAVOR 4127

Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

IMITATION JAMAICA BANANA FLAVOR

This preparation gives the flavor and aroma of the ripe red Banana to a remarkable degree.

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BRANCH OFFICE & WAREHOUSE: 605 W. Washington Blvd.,
CHICAGO 6, ILL.

Checking Your Speed

Record your total reading time in the table below, and estimate your rate with the use of the rate scale.

The article which you just read contains detailed facts so your speed in reading this article should be compared with your speed in reading the factual material in Practice Section II in the preceding chapter. Your rate of reading the selection just finished should show an increase over the score you made in reading this type of material in the last chapter, but of course you can't expect it to be as high as the scores you make in reading easy non-technical material.

Total time	:
Reading Rate	:
Comprehension Score	:

Rate Table

MIN-UTES	5%	5	4%	4	3%	3	2%	2	1%	1
WPM	136	150	166	187	214	250	300	375	500	750

Checking Your Comprehension

Write "Yes" or "No" before each statement according to whether it is true or false. If any part of a statement is incorrect then it must be marked "No."

1. Rigid conduit is a steel tube which cannot be bent.
2. The conduit is installed in buildings to provide passageways for the electric system.
3. Some of the advantages enumerated for conduit installations are: it seals the electric system from water, chemicals and expensive gasses; it minimizes the fire hazard; it is inexpensive.
4. Rigid steel conduit is manufactured at the present time from special steel pipe.
5. The process used in manufacturing conduit at the present time includes these steps: it is cleansed, threaded and chamfered; covered with zinc or enamel coating; and lined with paper.
6. The need for electric conduit began 75 years ago with Edison's invention of the electric light.

COLORED COATINGS

Add color to your package!

Bon bon coatings in pink, green, peach, yellow and white.

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Bon Bon
Company

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(Covers available)

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HANDLING
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SYSTEMS

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ESTABLISHED 1928
CONVEYOR SYSTEMS

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unloading point to
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41 NORWOOD ST., BOSTON 22, MASS.

Fully automatic CHOCOLATE MOULDING PLANTS

JENSEN



Plant for solid chocolate (tablets, bars, fancy shapes etc.) plain or with ingredients as nuts, almonds, raisins and the like.

Depositor with 2 independently working hoppers. Discharge conveyor running along the rear side of the plant.

JENSEN means

maximum production of perfect goods at precision weight on minimum floor space

JENSEN means

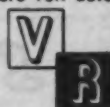
fully automatic working (only one attendant for supervision)
economy hygiene

JENSEN means

unsurpassed versatility:
adjustment during operation
of weight, length and point of deposits and number of depositing rows per mould (1-2-3-4-6 rows).
The doublehopper depositor can deposit into 2 half mould series—alternately inserted in the circuit—for articles with different length.
Automatic interruption of depositing action (i. e. each mould completed from one hopper regardless of number of depositing rows).
With several depositors a corresponding number of different articles are run automatically in one circuit (f. inst. with 3 depositors, 6 different articles).

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COPENHAGEN, DENMARK

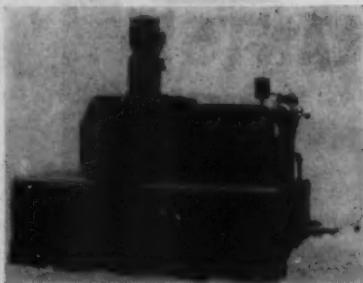
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CANDY MACHINERY CO.



RACINE
CONFECTIONERS' MACHINERY CO.

15 PARK ROW, NEW YORK 38, N. Y.
Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.

RASCH CONTINUOUS TEMPERING MACHINE

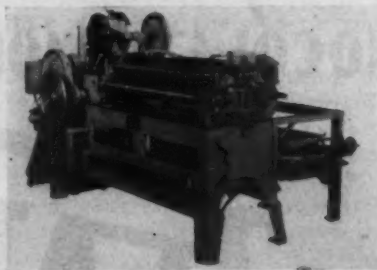


Foolproof tempering for all applications.

Available in following sizes:

90 to 440 lbs. per hour	600 to 2000 lbs. per hour
440 to 1000 lbs. per hour	1000 to 4000 lbs. per hour

HÖHBERGER BALL MACHINE

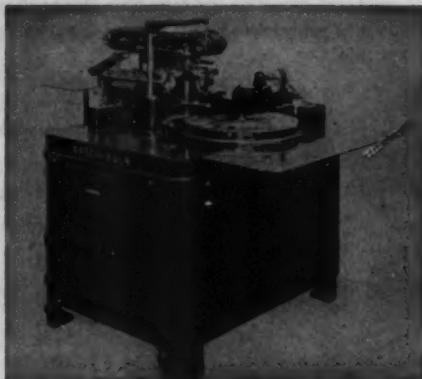


Only one operator required to produce up to 1,200 lbs. per hour.

You can produce.

Balls—clear, pulled or honeycombed filled—9/16" to 1 1/4" diameter.

Sunbeam Starlights: stripes brought down to center without expensive inlay.



RASCH UNIVERSAL WRAPPER

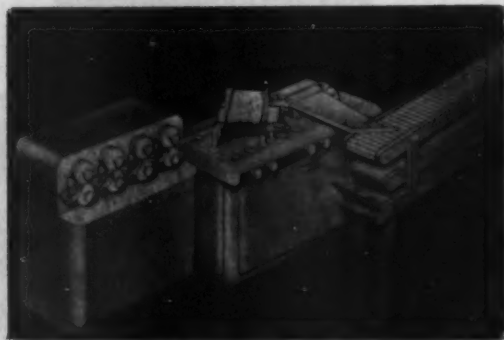
Foil wraps all standard shapes—such as cherries, half eggs, bars and mints.

Cellophane wraps summer candles and heat seals.

Rolling device for whole eggs or balls.

Banding and side-folding tools also available.

110 pieces per minute on most items.



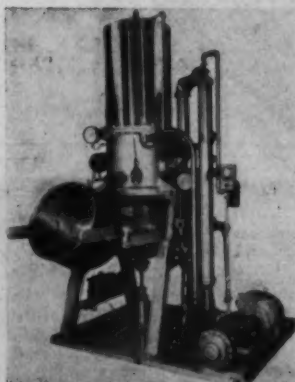
M.F.P. STICK-MASTER

New Style—Twister, Cutter & Straightener

Flexible—5/16" to 1" diameter and 4" to 10" long

Productive—Up to 1200 inches per minute

Sanitary—Stainless steel finish—Candy always in sight



HÖHBERGER IMPROVED CONTINUOUS HARD CANDY COOKER

500-2,000 lbs. per hour of clear, dry glossy sugar.

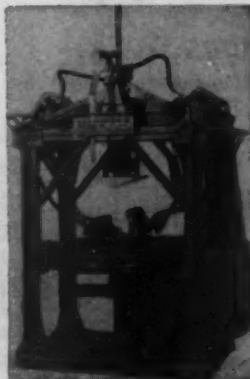
Positive piston sugar pump.

Split-second hydraulic lift.

2-stage rotary vacuum pump.

"Final cook" temperature indicator.

BERKS HARD CANDY MIXER



Mixes color, flavor and acid in 75 to 125 pound batches at rate of 1000 lbs./hr., 10% scrap may be included. Saves labor and floor space. Assures uniform mixing and constant rate of production through the day.

Representative:

John Sheffman, Inc.

152 W. 42nd Street

New York 36, N. Y.

7. Early conduits were made from zinc, copper, brass, plastics, cement, or a combination of these materials.
8. Installations of rigid steel conduit provide for flexibility of tenancy by permitting replacement of existing wires with larger ones.
9. Electrical metallic tubing is made from an entirely different metal than rigid steel conduit.
10. The principal advantages of electrical metallic tubing are its light weight and easy handling and bending.

Check your answers with the key below. Record your comprehension score on the table on page 62.

10. Yes	6. Yes	3. No
9. No	5. No	2. Yes
8. Yes	4. Yes	1. No
7. No		

Follow-Up Practice

Continue to practice during definite periods each



For the very best, use . . .

FLEISCHMANN'S

FANCY PECANS

They look better

...Fleischmann's buyers have the experience needed to buy up the "pick" of the pecan crops.

...you get true fancy quality in appearance, color, character and uniform grading!

They stay fresher

...Fleischmann's policy of all-year-round shelling and frequent direct deliveries means the pecans are fresher when you get them!

When it comes to quality pecans—Fleischmann is First

evening. Devote increasing amounts of time at this stage to practice designed to increase your speed and comprehension in reading detailed factual material.

Try taking a pre-view of everything you read, both materials which you read informally as a part of your work or recreational activities, and those materials which you read during your regular practice periods.

Concisely, these are the characteristics which you will note in making your initial surveys before reading:

- | | |
|-----------------------|--|
| 1. Title | 5. Length of paragraphs |
| 2. Sub-headings | 6. Number of words (needed in making your time-of-reading estimate). |
| 3. Visual aids | |
| 4. Pattern of writing | |

MILK CHOCOLATE CRUMB

Complete unit offered for the manufacture of Milk Chocolate Crumb from liquid milk. This is the method used by Europe's leading Milk Chocolate Manufacturers to obtain that unique flavor that can only be achieved by using liquid milk.

Crumb can be made and stored when milk is available, and used as required during the rest of the year for Milk Chocolate manufacture, which is done on the usual plant by the addition of cocoa butter and the usual refining and conching.

With this plant any normally equipped Chocolate Refiner can turn out a unique product.

Output 70 tons weekly, price \$100,000.

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Fleischmann's Fancy Pecans
Standard Brands Incorporated
595 Madison Avenue, N. Y. C. 22, N. Y.
Gentlemen:

I would like to learn more about the advantages of using Fleischmann's Fancy Pecans. Please have your representative call.

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Address _____

Firm _____

City and State _____

CALENDAR

August 13—Candy Production Club of Chicago open golf tournament for the candy industry, at Elmhurst Country Club, Elmhurst, Ill.

August 25—Southwestern Candy Salesmen's Assn., 12:30, Sammy's Restaurant, 3900 Oak Lawn Avenue, Dallas, Texas.

August 26-30—Boston Candy Show, Hotel Statler, Boston, Mass.

August 28—Pittsburgh Candy Club Annual Golf Stag at Youghiogheny Country Club, for members, dealers and visiting people from the industry.

September 1—Northwest Candy Club, Seattle, Wash. Contact secretary for meeting place.

September 4—Pittsburgh Candy Club, noon luncheon, Eddie Aschner's Colonial Tavern, Route 51, Brentwood, Pittsburgh, Pa.

September 5—Buffalo and Western New York Confectioners' Assn., MacDoel's Restaurant, Buffalo, N. Y.

September 7—Denver Association Manufacturers' Representatives, American Legion Hall, 14th & Broadway, Denver, Colo.

September 8—Kansas City Candy Club, The Town House, Kansas City, Kansas.

September 10-12—Packaging Institute Forum, Hotel Statler, Cleveland, Ohio

September 11-14—Packaging Machinery and Materials Exposition, Cleveland Public Auditorium, Cleveland, Ohio.

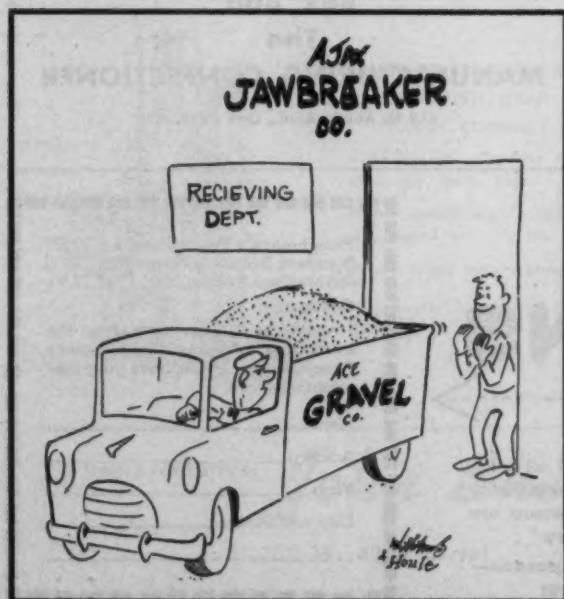
September 14-16—Great Plains Candy Club Annual Fall Festival at the Paxton Hotel, Omaha, Nebr.

September 16-19—Philadelphia National Candy Show, Benjamin Franklin Hotel.

September 20-22—Michigan Tobacco and Candy Distributors Assn., Annual meeting, Hotel Statler, Detroit, Michigan.

September 25—Candy Executives Club Shore Dinner, St. George Hotel, Brooklyn, N. Y.

November 6-8—Canadian National Packaging Exposition, CNE Automotive Bldg., Toronto, Canada.



SUGAR REPORT

by Charles Fuchs

During the past month a continually increasing raw market made two new highs for the year in the second half of July. The top price paid was 6.14. This is 6 points above the top of last year and now represents a rise of 24 points since the first week of June. At that time sugars sold at 5.90, one week later at 6.00, for the next 3 weeks at 6.05, for the last two weeks at 6.09 and then 6.14. It is the general belief that this was brought about by the change in the Sugar Bill which now gives domestic beet and cane growers the major portion of increased quotas, leaving very little in the way of additional raw supplies available to Eastern refiners. It is felt that the present quota is in good balance with estimated consumption for this year and that even if an additional 100,000 ton increase developed over the weekend it would hardly make available to refiners one week's melt. Raw sugar sellers are proving their understanding of this situation by continually demanding higher prices. What can be done about it is a large question not easily answered, but unless some solution is found immediately it must result in a rise in refined prices.

With a 24 point rise in refiners' raw material costs since the first of June it has naturally shrunk their margin to such an extent that they must be seriously considering a price advance. This could develop at any time and it would be wise to start increasing inventories. Most buyers have taken the attitude that if an advance develops they will be given some form of protection similar to what was received earlier this year. In spite of this there is only so much sugar which can physically be delivered within a very short time and certainly there is no risk in accumulating larger supplies immediately.

Industry Sales

The news from the Department of Commerce continues good. Their report for May indicates a sales increase for this industry of 15% from May, 1955. This is composed of an increase of 16% for manufacturer-wholesalers, 8% for manufacturer-retailers and 18% for chocolate manufacturers. For the first five months of this year, the Department estimates that sales are 5% over a comparable period last year. On a poundage basis, sales seem to be up about 10% over the five month period last year.

Southern Wholesale Confectioners' Association

New officers elected by the SWCA for the coming year are: President, E. F. Proffitt, of Proffitt Wholesale Co. Inc., High Point, North Carolina; first vice-president, John W. McCraney, of McCraney Tobacco and Confectionery Co., Leeds, Alabama; second vice-president, R. E. McTigue, of Albany Candy Co., Albany, Georgia; O. V. Erickson was re-elected executive secretary-treasurer.

The 1957 Convention will be held in New Orleans the week of June 16.

Indiana Tobacco & Candy Distributors' Association, Inc.

New officers for the ITCDA elected for the coming year are: President, D. B. Dunham, of Cubberley Tobacco Co., Marion, Indiana; first vice-president, Robert Blackburn, of Fred Blackburn & Son, Lawrenceburg, Indiana; second vice-president, Rollo W. Pool, of Pool-Arnold Co., Valparaiso, Indiana; and secretary-treasurer, E. H. Schroeder, of Schroeder's, Evansville, Indiana.

Helpful Books for Candy Plant Executives

Choice Confections

by *Walter Richmond*

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

How to Salvage Scrap Candy

by *Wesley H. Childs*

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

A Textbook on Candy Making

by *Alfred E. Leighton*

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

The Candy Buyers' Directory The Directory of Candy Brokers

1956 Edition

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen. This directory should be on the desk of every salesmanager as a reference guide. The information contained in these directories is not available in any other published material.

☐ **How to Salvage Scrap Candy**

\$2.00

☐ **Choice Confections**

\$10.00

☐ **A Textbook on Candy Making**

\$6.00

☐ **The Candy Buyers' Directory and
The Directory of Candy Brokers**

\$4.50

Book Department
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Publishing Company
418 N. Austin Blvd.
Oak Park, Illinois

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Enclosed is my check for \$.....to cover the cost of the books
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magazine
you can subscribe
to that is
edited exclusively
for the candy
manufacturer**

**All features, news
and advertising
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specifically to the
interests of
this one industry**

**For the most complete
and authoritative
information on
the important news
in this field,
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personal subscription
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or office**



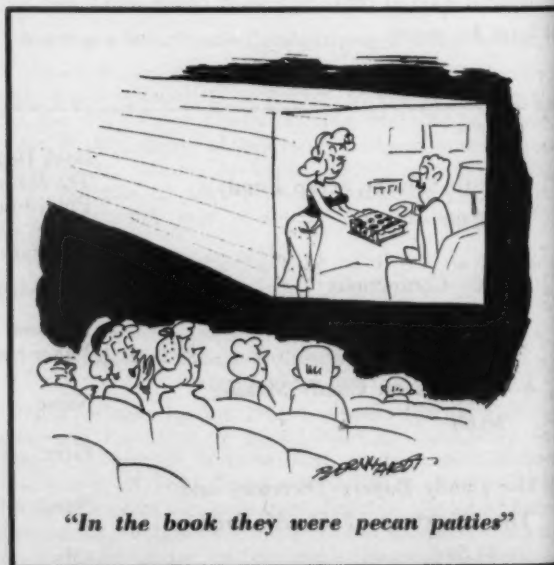
The Hubinger Company, the oldest corn processing company in America, celebrated its 75th Anniversary this year in connection with the N.C.A. Annual Convention in Boston. Hubinger's Diamond Jubilee affair was attended by many of the confectioners and members of allied trades present for the Convention.

Cocilana Cough-Nips, plus Rx4

Cocilana Cough-Nips, recently acquired by the Gold Medal Candy Corporation, has emerged with a new package design and "a sensationally improved new formula." The Rx4 signifies four active ingredients identified as Vitamin C, benzocaine, terpinhydrate and menthol. This new product, to retail at 10 cents, will receive the full promotional treatment on a market-by-market basis, beginning in the area from Pennsylvania through Massachusetts and utilizing spot radio, subway posters, car cards and match book covers. The radio spots will be replete with jingle.

Southern Salesmen's Candy Club

The SSCC elected the following officers for the coming year: Forrest H. Holz, of Jacksonville, Florida, president; William M. Wallace, of Decatur, Georgia, vice-president; and James L. Reeves, of Atlanta, Georgia, secretary.





The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.
200 lb. Savage Flat Top Marshmallow Beaters.
Friend Bostonian Model and Merrow Cut-Rol Cream Center Machines.
50" two cylinder Werner Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 3 and Form 6 Hildreth and Factory Model American Pullers.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.

2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: 2—No. 2 Springfield Depositors with assortment of pump bars, 1—High Speed Rose Twist wrapping machine No. 500 which will wrap a piece 1-1/4 x 1/2 round, 1 EP Sucker Machine with conveyor and 3 sets of rollers, 1 35-gallon Savage Tilting Kettle with motor attached for 120 lb. pressure. Box 364 The MANUFACTURING CONFECTIONER.

FOR SALE: 1 Girdler Votator, and parts for improved wood mogul. Fred W. Amend Co., Danville, Ill.

FOR SALE: 150,000 Dobeckmun 450 MST Cellophane bags, size 3 1/2 x 7 1/2 x 1. No reasonable offer refused on part or entire lot. Box 863 The MANUFACTURING CONFECTIONER.

FOR SALE: Handy One Man Triumph hand roll type center depositor, stainless steel. Latest model, 20,000 pieces per hour, rigid steel frame, bronze bearings, like new, used only few weeks, crated ready to ship; ball type Racine Snow Plow cream beater and motor, inside, 62" wide, 7" deep, capacity 300 pounds, 5 H.P. 3-phase motor, perfect condition (both motor and beater), crated ready to ship; Mills hand drop machine, first class condition, two sets bronze rollers (for two size oval pieces). Like new, \$25; gas batch warmer, excellent condition, \$10; nut cooker, excellent condition, \$10; 105 pounds licorice powder, \$10 for lot; 217 pounds powdered gelatin, \$15 for lot. Barbara Fritchie Shoppes, Frederick, Md.

MACHINERY FOR SALE

FOR SALE: 3 Bryant Gas Dehumidifiers, now in operation, 2 size 14 R, 1 size 8 R. Must be moved immediately. H. W. Powers Company Inc., 14 Medford St., Boston 14, Mass.

MACHINERY WANTED

We are in the market for a 25 pound pulling machine. The Little Candy Kitchen, Renfro Valley, Ky.

WANTED: 1 wrapping machine capable of wrapping 5c peanut bars in cellophane, that can be bought on monthly payments. Please advise price, payments, make and model No. Mack Candy Co., P. O. Box 156, Ocala, Fla.

WANTED: 2W6 Camel Hudson-Sharp wrapping machine. Please state condition, quotation and where machine may be inspected. Box 862 The MANUFACTURING CONFECTIONER.

HELP WANTED

WANTED: CANDY MAKER, capable of supervising help, experienced in cream and slab work. Medium sized factory in Phila. area. Secure position for right man. Box 563, The MANUFACTURING CONFECTIONER.

WANTED, "Take charge" MAINTENANCE MAN for Southern California candy factory. Experience with standard wrapping machines essential. Growing firm. Top pay. Box 861 The MANUFACTURING CONFECTIONER.

FOREMAN WANTED

for candy manufacturing company located Tidewater, Virginia. Experience with chocolate enrobing and panning essential. Working knowledge of other candies valuable. Must be thoroughly familiar with equipment as well as techniques. Excellent future in old established company for young man with right qualifications. Write stating age, experience, education, references, and salary expected. Box 864 The MANUFACTURING CONFECTIONER.

WANTED. CANDYMAKER for fine retail stores. Year-round job. Good opportunity. London Pecan Co., Hot Springs, Ark.

HELP WANTED

WANTED: MECHANIC for candy manufacturing plant in the East. Nationally known candy concern seeks a first class mechanic or engineer with experience in all phases of candy making. EXCELLENT POSITION. GOOD FUTURE FOR RIGHT MAN. Write in detail stating experience, age and salary desired. All answers will be kept in strictest confidence. Box 764 The MANUFACTURING CONFECTIONER.

WANTED: FOREMAN CANDYMAKER to take complete charge of pulled hard candy floor. Strictly a Union shop. Opportunity for right man. Salary and working conditions good. Apply in writing, stating age, past experience, references. Box 865 The MANUFACTURING CONFECTIONER.

POSITIONS WANTED

FOREMAN, now employed wishes to make a change. 30 years experience in general candy pan line, and technologist in Bubble Chewing Gum Base. Top quality finishing and 100% high humidity resistance. Also will go to teach anywhere in foreign countries. Will furnish highest grade references from this state and foreign countries. Box 272 The MANUFACTURING CONFECTIONER.

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418 N. Austin — Oak Park, Ill.

LINES WANTED

CANDY AND ALLIED LINES for Western Pennsylvania. Twenty years experience same territory. Box 1255. The MANUFACTURING CONFECTIONER.

BROKER WANTS LINE of penny goods and bubble gum for wholesale trade. Box 763. The MANUFACTURING CONFECTIONER.

MISCELLANEOUS

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 39, Mass.

Midwest Specialty Candy Manufacturer wishes to work with Eastern Manufacturer on a consolidated advertising and warehousing program. References exchanged in strict secrecy. Box 665 The MANUFACTURING CONFECTIONER.

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls 100 ft. or more

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Confectioner is effective.

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Terr.: New York State

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5308 Tuckahoe Ave.—Phone 87-2038
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Candy Specialties
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Personal service to 183 jobbers,
super-markets and department
stores. Backed by 26 years experience
in the confectionery field. We
call on every account personally
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Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.



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doodlings

by tom sullivan

HERE'S ANOTHER answer to those savants who worry about us having to eat roots one day. It's from the pen of Dr. Wm. B. Bradley in *Science Counselor*:

"In the U.S., it now takes less than three man hours of work to raise an acre of wheat. This quantity of wheat, when made into flour and baked into bread, will provide two men with a year's supply of energy and the major part of the other nutrients required to sustain life."



THE MAN HAS something who said:

We want to travel to the moon, but we don't visit the lonely soul next door.

"Unless," adds Maxim Gorky Gonzalez, "she's young and blonde and has measurements like Jayne or Marilyn; then she won't give us a tumble anyway."

A NEW YORK newspaper that boasts of throwing away a half million words of copy each day could still use a lot more wastepaper baskets and a few copy editors with better aim.

WE'VE READ where *descended skunks* are among live merchandise offered in the pet section of the fall and winter catalog of Spiegel, Inc., Chicago mail order house.

But skunks is skunks, scent or no. Don't you agree?

MAYBE HENRY HASSEFFEYER isn't too much to blame for getting the impression that the so-called *Free World* consists mostly of *underdeveloped areas* and *under-privileged peoples*. Yet he'll be hanged, he says, if *Freedom* anywhere represents a lack of privilege.

Perhaps the current school of *eggheads* might prevent Henry from becoming an *anti-intellectual* if they were given a bit to simplification—even *oversimplification*—rather than to successive *implementations* of foggy ideas by foggy elucidations.

THE POET MILTON asked:

Whoever knew the Truth to be put to the worse, in a free and open encounter?

A somewhat cynical friend of ours counters with this: "Whoever knew, in candy business or politics, of a free and open encounter?"

ACCORDING TO *Retailing Today*, "There's nothing more obsolete than the *status quo*."

Like candy profit, for instance.

POISE, says *Personnel Journal*, consists of lifting the eyebrows instead of the voice.

That's carrying the anti-noise campaign a bit too far, isn't it?

OPENING HIS MONDAY morning mail, a candy manufacturer was reminded of one he had heard at church service the previous day. This was it:

The old-timer remembers when charity was a virtue instead of an industry.

GENEROSITY, we're told, consists not in the sum given, but in the manner in which it is bestowed.

A flavor supplier of our acquaintance must believe this to be the literal truth. Else why all the fanfare when he throws a cocktail party?

IF YOU'RE INTERESTED in taking it from UAW's Walter Reuther, a lot of white-collar workers will become "grease monkeys" whether they like it or not. For, says Reuther:

"Automation will have a far greater effect in the white-collar field than it will in industry . . . There's no question that the whole psychological field within which this (white-collar) group has operated, is going to change radically.

"They've always thought of the machine as something that threatened the industrial worker. Now they're going to find automation is on *their* doorstep."

HUBINGER'S JACK FLAHIFF wants to know from whom we steal our doodlings. The list is too long to mention here. One of the better known is Joe Zilsch. But they come from practically unheard of sources, too, including us. Here's one Jack stole to send along with his inquiry:

Most of us don't put our best foot forward until we get the other in hot water.

FEDERAL JUDGE LUTHER YOUNGDAHL believes that "if punishment were the answer to delinquency, we would have had a perfect society centuries ago, with pillories, stocks and whipping post."

The Judge must have an alternative, of course. Could it be to allow our delinquents to continue roamin' in the gloamin'?

OR MAYBE THAT bromide which sustained an old NCA public relations man for years might fit in here: "Foot-prints on the sands of time are not made by sitting down."

A FAMOUS PSYCHOLOGIST is credited with having said that creative thinking is the reassociation of old ideas in new ways. Well, then, where can you find more creative thinkers than in candy business?

FOR SWEETS THAT SELL!

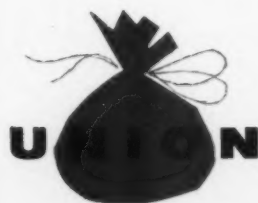


THROUGH INGREDIENT UNIFORMITY

"That's the one I want!" Yes, tempting appearance, flavor goodness and smooth texture are the reasons why a certain little finger points to a particular sweet.

Ingredient uniformity is necessary for the eye-appeal, good taste and smooth texture found in fine confectionery products, an important reason to rely on the controlled uniformity and high quality of Union's Products—*Confectioners' Starches, Corn Syrup Unmixed and Caramel Colors!*

Our Sales Service Department will be happy to assist you with any technical problems. Of course, there's no obligation.



UNION SALES CORPORATION

Distributor for UNION STARCH & REFINING COMPANY
COLUMBUS, INDIANA



Flavors sprayed from the atomizer above are spray-dried almost instantly into Norda Nodes by 450 degree F hot air from the duct below.

Nothing's known like Norda Nodes ... spray-dried for you by Norda

You are using Norda Nodes if excellence excites you. You'll be using these very fine spray-dried flavors because they will make your good products sell better.

Only Norda makes Norda Nodes. Only Norda knows how to—using skills and experience and competence long known in the flavor business. Norda engineers are responsible for refinements in the modern machines that make Norda Nodes, and lock in these tiny, colloid-coated flavor "grains" the original true-fruit richness that gives your products permanent, stable, unchanging, *real-tasting* flavors.

All Norda Flavors have quality. Choose any with confidence; it will help you improve any flavored product you want to be proud of.

Send your letterhead for free samples today.

"Flavor it with a Favorite"—Norda Nodes

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